

## **Historic, Archive Document**

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# Rokely's

## 26<sup>th</sup> Anniversary Catalogue



### DORSETT

The Strawberry you have heard your neighbors praising. This recent U. S. D. A. introduction has taken the lead and is now outyielding and outselling all other June-bearing varieties all over the country. Firm, good quality, good shipper, and wonderful appearance.

See page 3.

**J.N. ROKELY & SON**  
**BRIDGMAN, MICHIGAN.**





*Quality  
Supreme!*

*A  
Worthy Mate  
for  
Dorsett*

## FAIRFAX

Fairfax, like Dorsett, is also an origination of the United States Department of Agriculture and is thought to be a cross between Premier and Royal Sovereign. Introduced at the same time as Dorsett, it has received wide acclaim for its exceptional QUALITY as well as its many other good points.

Experts who have tested Fairfax place it at the very top of the list for quality. Berries average larger in size than Premier and in color are a deep, full red. Fairfax is a little more firm than Dorsett, and is fully as firm as Blakemore, making it a wonderful long-distance shipper. The foliage is a very dark green, exceptionally free from disease and vigorous in growth. The fruit stems are very stocky and erect, holding the berries well off the ground. The Fairfax is very productive, running second only to Dorsett in extensive crop tests. Although fruited for a number of years, no frost damage has been noted during that period. It has established a reputation for producing bumper crops of early berries of such quality as to bring premium price on every crate. Unbeatable for the home garden, as it has an eating quality that places it in a class by itself.

Fairfax berries picked at the proper time are a bright red with a light green cap and prominent yellow seeds which make them very attractive. However, as they become riper they get to be darker in color which may work against this variety as a shipping berry on markets demanding a real light berry. On home markets, or for shipment to distant markets where the darker type berries are acceptable, commercial growers are finding Fairfax a really worth-while variety that will produce well, ship well, and sell at top prices.

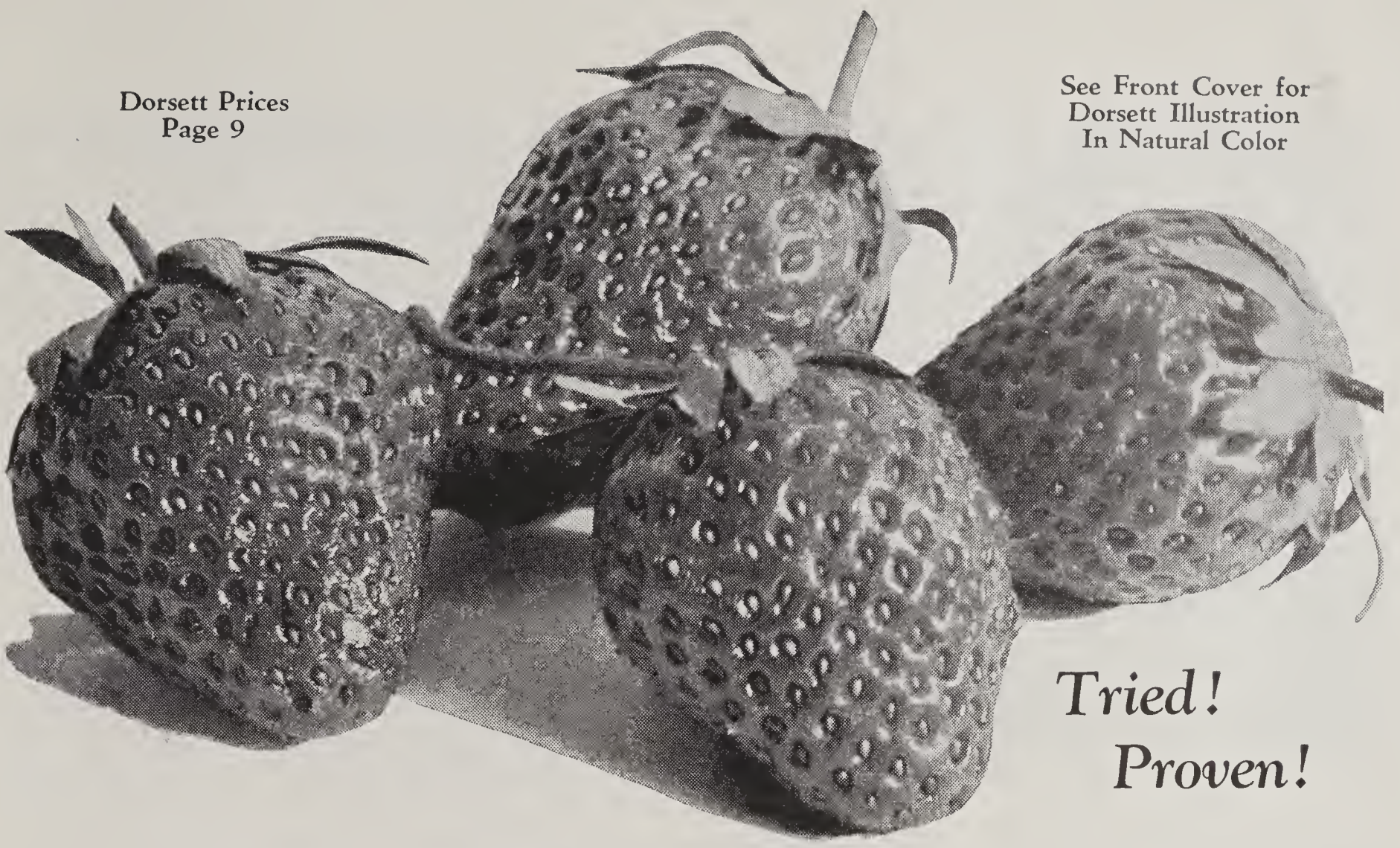
Fairfax Prices, Page 9.

*Plant Dorsett and Fairfax  
Now!*

### SPECIAL OFFER

|             |                |
|-------------|----------------|
| 100 Dorsett | \$ <u>1.50</u> |
| 100 Fairfax |                |





*Tried!  
Proven!*

# DORSETT

## *The New Better Early Berry Surpassing Premier in Quality, Production, and Profit*

Dorsett was originated and developed by the United States Department of Agriculture. It is a scientific cross between Premier and Royal Sovereign, an old English variety noted for its unusually high dessert quality.

### COLOR AND APPEARANCE

Dorsett berries are a beautiful light red in color. This beautiful color is retained even after fully ripened. The berries are beautiful in appearance, the light color, bright green cap, large size and attractive shape appealing to all buyers.

### SIZE

Dorsett berries are very large, averaging a trifle larger than Premier. This size is held well throughout the season until the very last of the crop which on account of the tremendous yields tends to run down in size slightly.

### FIRMNESS

Dorsett is firmer than Premier although not quite so firm as Fairfax and Blakemore. It is ideal for long distance shipping as well as for local markets.

### QUALITY

We have never tested any other variety, except Fairfax, that has the fine dessert quality of Dorsett. Even in an over-supplied market, the large, fine Dorsetts have consistently brought much higher prices than other standard varieties.

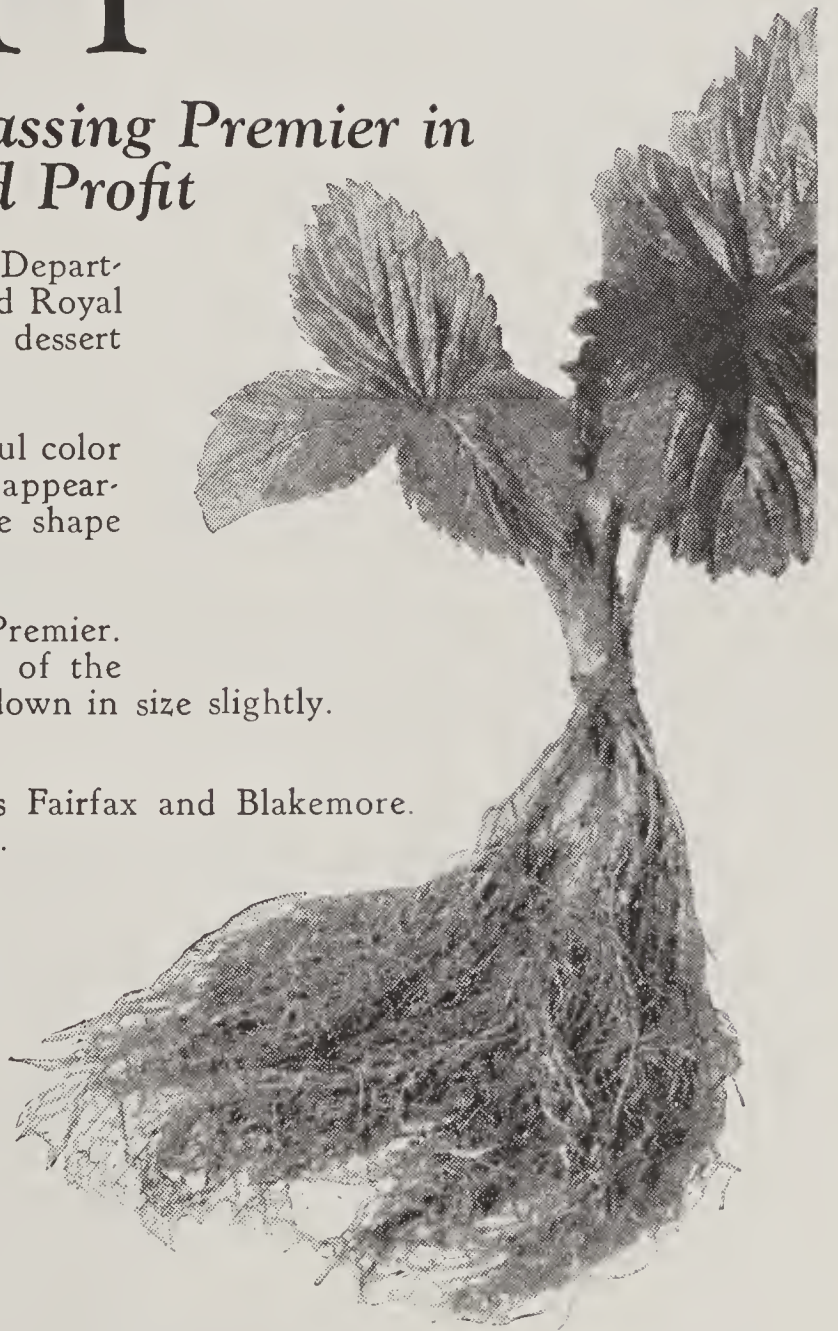
### PRODUCTIVENESS

In test plots Dorsett has consistently outyielded all other standard varieties. Even under adverse weather conditions it has proven its superiority in yield, quality, and flavor.

### GROWTH

Dorsett is a healthy, vigorous grower. It sets many runners and makes a heavy fruiting row. The foliage is a beautiful dark green in color and free from Leaf Spot. Fruit stems are stocky and erect and hold the berries well off the ground.

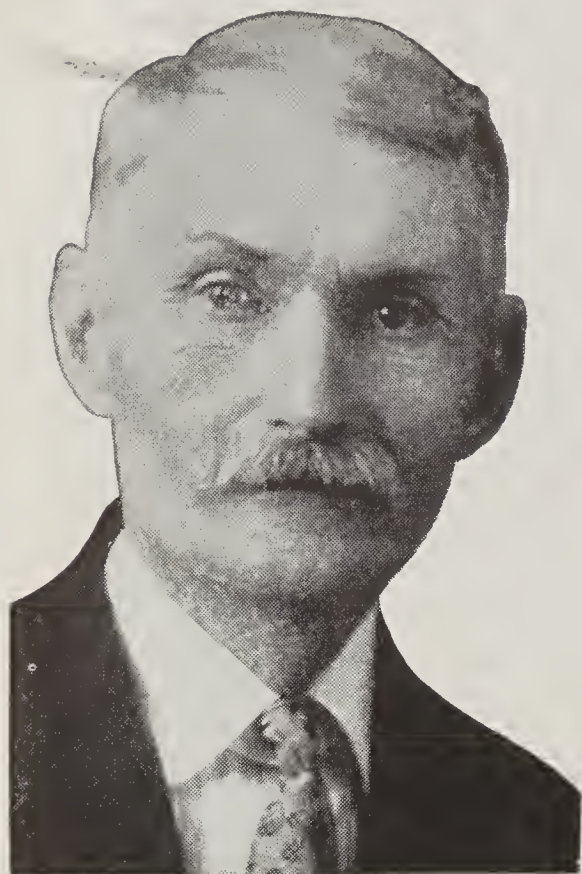
We thoroughly believe that Dorsett has a great future and will in a short time replace Premier, Blakemore, and other early kinds. Our stock of Dorsett was secured direct from one of the introducers and we guarantee you genuine, true-to-name, heavy yielding Dorsett when you place your order with us. Here's your opportunity to cash in on something new and better. Order today.



### BIG ROOTED PLANTS

The root system contains the life of a strawberry plant. Rokely's plants are all grown on a rich sandy loam soil, producing heavy rooted plants full of vim and vigor. The plants are easily removed from this sandy soil and delivered to you with root system intact and undisturbed. The above photograph shows one of our heavy rooted Dorsett plants such as will be used in filling your orders this spring. Why take a chance on inferior stock when ours can be purchased at such low prices?





**J. N. ROKELY,**  
Founder

One of the pioneers in berry plant growing here in Berrien County. This business is still guided by the ideals that were his during the forty-six years he devoted to this work.

# A PERSONAL WORD to Our Customers

When placing your order for nursery stock this year you should be concerned primarily with the record of the firm from whom you purchase. There is an acute shortage of good nursery stock over the country this season and there is certain to be a great deal of drought-stunted and under-grade stock offered to the public by unreliable firms. Rokelys offer you the full benefit of forty-eight long years experience in growing the kind of nursery stock you will want to plant and a record of twenty-six successful years in the mail order business built on fair dealing, courteous service and honest stock at honest prices.

Several causes combine to make Rokely's Berry Plants the big, sure croppers they are. Chief among these is our forty-eight years' experience in selecting, propagating, growing, and shipping plants. Forty-eight years doing one thing and doing it well. These many years of valuable experience have taught us how to produce the best berry plants and produce them with a minimum of expense. The best soil, the best fertilizers, the best cultural methods, the best packing methods, and above all the best varieties, have been learned through years of painstaking work and study.

In sending you this, our 26th Annual Catalog, we have the earnest desire that it may be of service in making your fruit growing more profitable. We have tried to tell you in our own words the truth about our goods, avoiding extravagant claims and promises so likely to lead to disappointment.

We realize our continued success could not have been possible without the loyal support of our patrons, many of whom have been with us since our first year in the mail order business. We sincerely thank these old customers for their continued liberal patronage. We also wish to thank each and every one of the thousands of new customers who ordered from us for the first time last year and helped to make 1936 the biggest year in our history. If you are receiving our catalog for the first time, we hope for a chance to prove that we can furnish you highest quality stock and save you money.

## Our Guarantee

We guarantee all nursery stock sold by us to be first class, true-to-name, and free from injurious disease. We further guarantee safe arrival of your order by express or parcel post. All complaints of any nature, except untruthfulness to name, must be made within five days after receipt of shipment. However, it is mutually agreed between ourselves and purchaser that we are in no case to be held responsible for more than the original price of the stock.



**A. J. ROKELY,**  
Manager

## NURSERY STOCK IS SCARCE

This spring particularly is the time to plant heavily, for in most sections the extremely hot and dry summer not only ruined entire patches but the plant supply throughout the country is so short that the usual acreage will not be planted. One thing you should do is to order early and plant as large a patch as you can afford for the law of supply and demand guarantees you a handsome profit if you follow this advice.

While not hit so hard as some sections of the country, our own locality suffered severely from the drought. However, by constant cultivation and aided by fall rains, we have managed to grow one-third of a normal crop of stock. Due to less crowding in the nursery rows our stock this season has an exceptionally heavy root system and top growth—in fact it is the finest lot of stock we have ever produced. We know this short supply will not meet the demand for our stock and we urge you again "ORDER EARLY."





**MICHIGAN STATE  
DEPARTMENT OF  
AGRICULTURE  
Orchard and Nursery  
Inspection**

**Certificate of Nursery Inspection  
No. 7348**

This is to certify that the nursery stock of J. N. Rokely & Son, Bridgman, has been examined and found to be apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This Certificate to be void after September 15, 1937.

JAMES F. THOMSON,  
Commissioner.

Bureau of Agricultural Industry,  
A. C. Carton, Director.

E. C. MANDENBERG,  
In Charge of Orchard  
and Nursery Inspection.

Lansing, Mich., Sept. 14, 1936.

## Plant Strawberries for Quick Profits

Not for a long period of time have prospects been so bright for the wide-awake Strawberry grower. The country-wide drought of the past summer not only caused severe injury to young plantings of strawberries but also practically ruined the old fruiting beds that would be carried over for future crops. In many of the large strawberry growing sections of the country both young and old plantings were entirely killed. In addition, the strawberry crop of 1936 was the shortest in years and canners' stocks are now at an absolute minimum. The 1937 berry crop will be still lighter and there will be no opportunity for either commercial canners or housewives to build up a reserve. This positively means an unprecedented demand for berries during 1938 and succeeding seasons.

The alert grower who realizes this situation will plan to reap his share of the profits to be derived from this accumulating demand for strawberries by planting heavily this spring to be ready for the 1938 season.

The same is true, to a great extent, of the bush fruits. Many raspberry and blackberry fields were so severely injured by the drought that they will have to be removed and new plantings made. This will mean a greatly stimulated demand for all kinds of berries during the coming seasons with correspondingly higher prices and greater profits for the growers.

In the face of these facts we can honestly urge you to plant as heavily as possible this spring **but** make your plans and order your nursery stock early or you may not be able to secure stock when you are ready to plant.

## Order Early and Take Advantage of these Big Discounts

This year we are offering two discount plans to our customers who place their orders with us early in the season. By receiving your orders in the winter we can take care of all the detail work in the office before the spring rush starts. For this reason we offer these discounts as an inducement for you to make up your order and send it in **now**. Early in the season we always have a full stock of all items and you are sure of securing exactly the stock you want, so **order early and buy for less**.

### CASH DISCOUNT PLAN

**10%** DISCOUNT on all Cash Orders received during January, 1937.

**8%** DISCOUNT on all Cash Orders received during February, 1937.

**5%** DISCOUNT on all Cash Orders received up to March 20th, 1937.

For example, if you send us a Cash Order amounting to \$10.00 during January you may deduct \$1.00 and enclose remittance of \$9.00 in full payment for \$10.00 worth of stock.

### FREE NURSERY STOCK PLAN

**20%** ADDITIONAL Nursery Stock with all Cash Orders received during January, 1937.

**15%** ADDITIONAL Nursery Stock with all Cash Orders received during February, 1937.

**10%** ADDITIONAL Nursery Stock with all Cash Orders received up to March 20th, 1937.

For example, if you send us a Cash Order amounting to \$10.00, during January, you may select an additional \$2.00 worth of stock from our catalog and add it to your order at no extra cost. In other words you will receive \$12.00 worth of stock for \$10.00 cash.

Use either plan you wish but not a combination of both on the same order.

THESE CASH DISCOUNTS AND FREE PLANT OFFERS APPLY ONLY TO STOCK ORDERED AT REGULAR CATALOG LIST PRICE, AND DO NOT APPLY TO BARGAIN COLLECTIONS OR SPECIAL QUOTATIONS BY LETTER.





Premier



Blakemore



Mastodon Everbearing



Catskill



Gem Everbearing

*These Varieties  
Described on  
following  
pages*

Lombard, Ill.,  
May 1, 1936.

Gentlemen: We received your plants and bushes and want to thank you for same as they sure are swell and healthy. They have the best roots that I have seen for a long time. You will hear from me again.

Sincerely yours,  
LOUIS WINDT.



# PREMIER

The Most Popular Early Berry

The exceptionally satisfactory and unusually profitable crops secured from Premier have made it first choice among successful strawberry growers in most all sections of the country. For fifteen years it has been the standard of excellence by which other strawberries have been judged.

Premier seems to be the nearest frost-proof of any variety grown, because of its great hardiness and persistent blooming. The plants are sturdy, healthy, and long rooted, making them drought resistant. The vines bear an enormous crop of large, uniform sized berries, while the berry is bright red clear to the center, is perfect in shape, and ripens without green tips. The fruit presents a very pleasing appearance on the market and has an established reputation for top prices. Our Premier stock is guaranteed true-to-name. It has proven itself for many years in many places. See page 9 for prices.

# BLAKEMORE

Champion of Long Distance Shippers

The Blakemore is a cross of Missionary and Premier originated and developed by the United States Department of Agriculture. Blakemore is extra early, ripening four to five days before Premier. Berries are bright red, with tough skin, firm flesh, and a high-spirited, tart flavor. Blakemore yields as much fruit as Premier but berries are not quite as large. They mature to a pretty pointed shape and bright color. Because of its firm flesh and tough skin the Blakemore has proven a wonderful long distance shipper and will remain on the vines a considerable time after ripe without becoming soft. Plants are vigorous and produce runners freely. Especially recommended where weather conditions or lack of help prevent keeping berries picked close. Prices on page 9.

# CATSKILL

Largest and Most Productive Midseason Strawberry

Catskill is an introduction of the New York Experiment Station and is a cross between Marshall and Premier. On test plots it has been known to outyield even Dorsett and Fairfax. It is a strong vigorous grower with rank, healthy foliage and the largest leaves we have ever seen on a strawberry. Fruit stems are thick and grow upright. Berries ripen midseason and compare in quality with Aroma and Blakemore. Berries average very large in size, are bright red in color with a bright green cap, which makes them very attractive in the package. They retain their light color to a marked extent even after they become riper. Many of the larger berries are inclined to have a rather rough, uneven surface, but their size, color and brightness make them very attractive. In general we consider Catskill the most valuable midseason berry we have ever grown. Our supply of Catskill plants is very limited this season but we urge every customer to make at least a small planting of this promising new variety. Prices on page 9.

## Special Offer

50 Beaver  
50 Cooper  
50 Gibson  
50 Pearl

**\$1.80**

## Special Offer

100 Premier  
100 Blakemore  
100 Dorsett

**\$2.30**

# BEAVER

(Early)

Beaver is a cross between Dr. Burrill and Premier, retaining all the valuable features of both parents. Berries are a deep glossy red, which extends to the heart of the fruit. It is very productive, hardy and firm, and of such texture that it does not require picking more than twice a week. Rich, mild flavor. The plant has dark green foliage, is very strong and vigorous, a good runner maker and drought resister. Will do well on thin soils. Prices on page 9.



Beaver



# Favorite STRAWBERRIES

*For Home and Market*

## CLERMONT

(Early)

The Clermont is an introduction of the New York Experiment Station and is a cross of Marshall and Premier. It is receiving considerable attention in the northern states and is highly praised by leading growers who have given it a trial.

Clermont bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong, vigorous fruiting bed with erect foliage. Berries are of excellent quality, ripen evenly, and are a bright red to the center. We recommend giving this variety a trial as we believe it is a good one. See page 9 for prices.

Clermont

## GRAND CHAMPION

(Midseason)

Although classed as midseason, this valuable new introduction commences to ripen with Premier and still produces fancy berries with the Aroma. Recently introduced here in Michigan, the Grand Champion is rapidly making a name for itself because of its heavy yield of extra fancy berries that top the market.

The plants are large, with extra heavy, healthy foliage which protects the blossoms in early spring. The berries are bright red, very large in size, and have a fancy appearance. Excellent for canning and preserving. Our supply of Grand Champion plants is very limited so order early. Prices on page 9.

Grand  
Champion

## COOPER

(Midseason)

The Elephant of the Strawberry family. Largest and sweetest Strawberry grown. Brilliant red in color, fine in texture. Highly favored as a fancy table berry. Especially adapted to fancy local market trade. Prices on page 9.

## DR. BURRILL

(Midseason)

Generally recognized as being same as Senator Dunlap, but is still considered superior to Dunlap in some sections. Very resistant to drought and cold weather. Large berries, dark red in color, very pointed in shape. Wonderful for eating canning or shipping. See page 9 for prices.

## GIBSON

(Midseason)

A favorite commercial Strawberry in the Middle West but seems to thrive equally well in all sorts of soils and climates. A heavy and sure cropper. Plants large and healthy. Berries of finest medium red color, large size, firm quality, attractive appearance and rich flavor. Prices, see page 9.

## SENATOR DUNLAP

(Midseason)

An old standard variety that thrives everywhere and produces a big crop of fruit with little attention. Is a fine table berry, a good shipper and an excellent cropper. The berry is a beautiful crimson-red. Is firm and holds up well. A prime favorite for canning purposes. At the present time there are more Dunlap being planted than ever before. Prices, see page 9.

Senator  
Dunlap





**Aroma**

Long considered the standard late market Strawberry and is a favorite in the South. The berries are uniformly round in shape and deep glossy red in color. The plant is a hardy grower and produces an abundance of healthy dark green foliage. The berry has a pleasing aromatic flavor peculiar to this variety alone.



**Pearl**

Pearl is undoubtedly the latest June variety, being at its best when other varieties are off the market. The fruit is large in size, red to the center, firm and a good shipper. Excellent flavor and uniform in size. Prominent yellow seeds add to its attractive appearance. Makes a good row under conditions where most late varieties would not make even a picking row.



**Chesapeake**

We consider Chesapeake the best late June-bearing Strawberry grown. It is the last strawberry to blossom and by that time all danger of frost is past. All berries are well above the average in size and are a beautiful crimson-red. Wonderful, mild, sweet flavor. Firm and a good long distance shipper.

## Surplus Plants at \$3.50 per 1000

During our digging season in the spring there are always a few plants of all varieties left in the packing house at the end of each day. We do not carry plants over from one day to another, so these plants are classed as Surplus Plants. We offer them to you who are not particular about varieties at \$3.50 per 1000. These plants are all first class stock, freshly dug same day as shipped, and will bear you a fine crop of fruit. Do not write asking us to send you named varieties on this offer, for if you want named sorts, labeled, they must be bought at regular catalog prices. In ordering this stock, ask for "Surplus Plants", giving quantity wanted.

The plant crop is short and we reserve the right to withdraw this offer at any time.



### STRAWBERRY PLANT PRICE LIST FOR 1937

Note: We have eliminated all pistillate or female varieties of Strawberries from our list. Any variety listed here can be grown alone or with other varieties with perfect results.

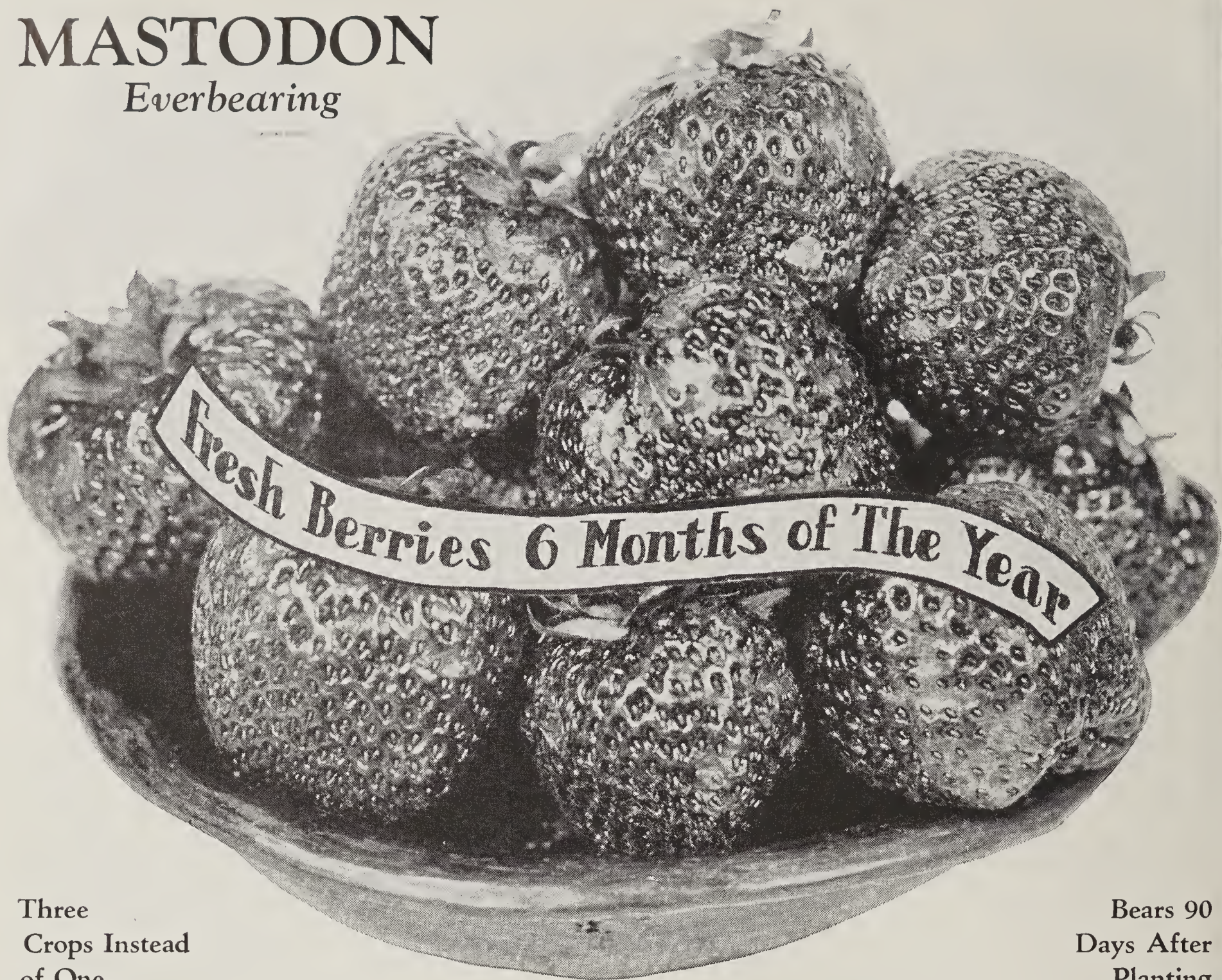
|                            | 25     | 50     | 100    | 200    | 300    | 400    | 1000   |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|
| Beaver .....               | \$0.35 | \$0.55 | \$0.85 | \$1.40 | \$1.70 | \$1.95 | \$4.45 |
| Blakemore .....            | .40    | .60    | .90    | 1.45   | 1.80   | 2.20   | 4.95   |
| Clermont .....             | .50    | .75    | 1.25   | 2.00   | 2.55   | 3.25   | 7.45   |
| Dorsett .....              | .45    | .65    | .95    | 1.45   | 1.90   | 2.45   | 5.45   |
| Fairfax .....              | .45    | .65    | .95    | 1.50   | 1.95   | 2.60   | 5.95   |
| Premier .....              | .45    | .65    | .95    | 1.50   | 1.95   | 2.60   | 5.95   |
| Catskill .....             | .50    | .75    | 1.25   | 2.00   | 2.55   | 3.25   | 7.45   |
| Cooper .....               | .40    | .60    | .90    | 1.45   | 1.80   | 2.20   | 4.95   |
| Dr. Burrill .....          | .40    | .60    | .90    | 1.45   | 1.80   | 2.20   | 4.95   |
| Gibson .....               | .35    | .55    | .85    | 1.40   | 1.70   | 1.95   | 4.45   |
| Grand Champion .....       | .50    | .75    | 1.25   | 2.00   | 2.55   | 3.25   | 7.45   |
| Senator Dunlap .....       | .40    | .60    | .90    | 1.45   | 1.80   | 2.20   | 4.95   |
| Aroma .....                | .40    | .60    | .90    | 1.45   | 1.80   | 2.20   | 4.95   |
| Pearl .....                | .30    | .50    | .80    | 1.10   | 1.55   | 1.80   | 4.00   |
| Chesapeake .....           | .45    | .65    | .95    | 1.50   | 1.95   | 2.60   | 5.95   |
| Champion Everbearing ..... | .70    | .95    | 1.60   | 3.00   | 4.20   | 5.20   | 11.95  |
| Gem Everbearing .....      | .60    | .90    | 1.50   | 2.80   | 3.90   | 4.80   | 10.95  |
| Mastodon Everbearing ..... | .75    | 1.00   | 1.75   | 3.20   | 4.50   | 5.60   | 12.95  |

(500 or more plants of one kind at 1000 rate)



# MASTODON

## *Everbearing*



Three  
Crops Instead  
of One

Bears 90  
Days After  
Planting

For the past ten years Mastodon has been the undisputed leader in the Everbearing field. During this time it has been planted by more growers and produced bigger crops with more profit than any other Everbearer ever introduced.

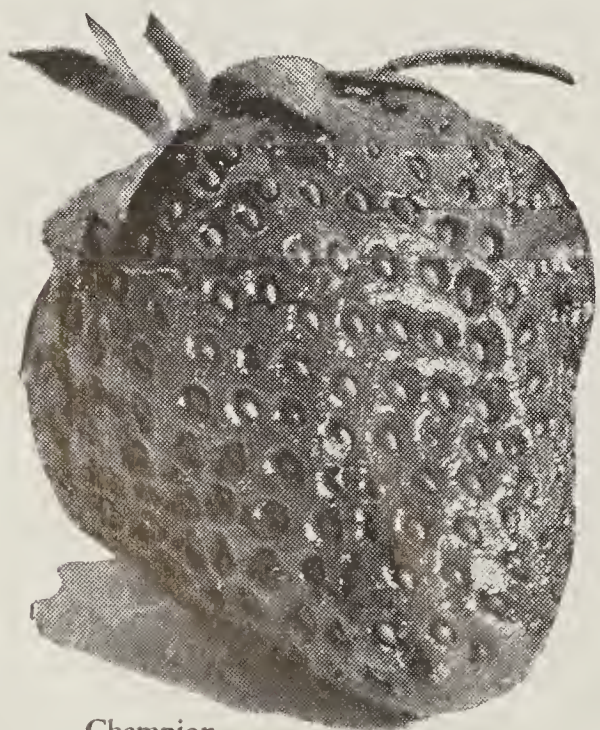
Mastodon berries are exceptionally large and uniform in size from beginning to end of season. It is a monster in size of berry, single berries often measuring 5 inches around while eighteen to twenty-seven of them will often fill a quart box. It is a tremendous producer of these fine berries, usually producing a quart per plant the first year set, and in most cases even more.

It is easy to grow this variety, as it bears well on most any type of soil, and its large plant, with a fine long root system is a great drought resister, and easy to make grow. Two hundred plants will produce plenty of berries for the average family and the enjoyment to be obtained from growing these berries affords an experience unlike anything else found in gardening. The commercial grower will find Mastodon with its large yields and fancy quality readily saleable at top market prices all summer and fall.

Due to the drought of the past summer Mastodon plants are very scarce. We have about one-third of a normal supply while the average over the country is still lower. We warn everyone to reserve their Mastodon plants early as possible for every Mastodon plant in the United States will be cleaned up long before the season is over. See page 9 for prices.

## CHAMPION

Until the introduction of the Mastodon, Champion was the leading Everbearer and is still preferred by many, especially for home use, as the flavor is rich and pleasing. It is a heavy producer of small to medium sized berries, a beautiful dark red to the center. Plants are medium in size and thrifty, but do not make many runners except under very favorable conditions. Recommended only for home use, where quality is more important than the size of the fruit. Prices on page 9.



Champion





## Outstanding in the Everbearing Field

Gem is a direct offspring of the old Progressive Everbearer noted for its wonderful flavor and productiveness. Introduced to the trade in the spring of 1934, Gem was immediately recognized as being a real find and now ranks with the best in the Everbearing field.

Unlike all Everbearers previously introduced, Gem is not a shy plant maker. Under ordinary conditions and on average soil Gem will make a heavy fruiting row in one season, being equal to the best June-bearing varieties in this respect.

Gem berries are all extra large, no small ones to bother with, and will hold their size throughout the fruiting season. Berries ripen evenly, no green tips, and are a bright red all the way through. Uniform in size, shape and color, they take the eye and sell readily at fancy prices.

Gem berries are sweet, rich and delicious. They are unsurpassed for home use, canning, and preserving. The flesh of the berry is very fine grained and red clear through.

The berries are extremely firm and stand long distance shipping well. After being picked the berries will retain their wonderful flavor and color and present a perfect appearance much longer than any other Everbearing variety.

Our stock of Gem are healthy and thrifty and we guarantee them to be absolutely true Gem. However, our supply of Gem is just as short as of Mastodon and we know there is going to be an acute shortage of Gem plants over the country this season. Take our tip and order early.

## Myatt's Linnaeus Rhubarb

Our Myatt's Linnaeus Rhubarb differs greatly from the old "pie plant". The stalks are very large, tender, juicy, red in color and mild in flavor. The yield is abundant and stalks can be cut much earlier than common varieties. Plant a bed in your garden. Have plenty of material for early spring pies and desserts and market the surplus in connection with your Asparagus.

## Martha Washington Asparagus

Nothing that comes out of the home garden is so much appreciated as the tender tips and fresh stalks of Asparagus. A small bed of them kept weed-free, will supply the average table for six weeks or more in the spring. Commercial growers are finding this early spring crop increasingly profitable.

Martha Washington Asparagus is the result of careful breeding by the U. S. Department of Agriculture. It produces large, straight shoots of a dark green color. The tips are tight and firm and do not open out or begin to branch until well out of the ground. Best of all this variety is immune to rust.

### GARDEN ROOT PRICES FOR 1937

|  | 12     | 25     | 50     | 100    | 200    | 300    | 400    | 1000   |
|--|--------|--------|--------|--------|--------|--------|--------|--------|
| Martha Washington—                                   |        |        |        |        |        |        |        |        |
| 1-yr., No. 1 .....                                   |        | \$0.40 | \$0.60 | \$1.00 | \$1.50 | \$1.95 | \$2.30 | \$4.95 |
| 2-yr., No. 1 .....                                   | \$0.50 | .75    | 1.20   | 2.00   | 2.95   | 3.90   | 4.60   | 9.95   |
| Matt's Linnaeus, 1-yr., No. 1,                       |        |        |        |        |        |        |        |        |
| 10c each; 6 for 40c .....                            | .60    | 1.00   | 1.75   | 3.00   | 4.00   | 5.90   | 7.50   | 19.00  |
| (500 or more of any one kind and grade at 1000 rate) |        |        |        |        |        |        |        |        |



Martha Washington Asparagus



# Heavy Rooted Plants

Huntington, N. Y.,  
April 4, 1936.  
J. N. Rokely & Son,  
Bridgman, Mich.

Dear Sirs: I received your nursery stock Friday morning, the 3rd. It arrived in good condition. The plants are fresh dug and healthy looking. I am much pleased with them.

Yours very truly,  
HENRY KATNACK.

Free  
from  
Disease



## POTOMAC

New Purple Raspberry

A brand new Raspberry introduced by the United States Department of Agriculture. Potomac is far better than any other Purple Raspberry we have ever grown. It is a vigorous, healthy grower, exceptionally free from anthracnose, mosaic and other Raspberry disease. It is proving to be the heaviest yielding of all Raspberries and is adapted either to the red or black Raspberry country, which means either to the North or South. Comparable to Latham Red in size and firmness of fruit. Quality is excellent, making an excellent jelly without the addition of pectin and making a jam supreme. A fruiting row of Cumberland alongside of Potomac showed 10 to 12 berries on a lateral as compared with an average of 20 to 25 berries on a lateral of Potomac. **New low prices on page 13.**



## CUMBERLAND

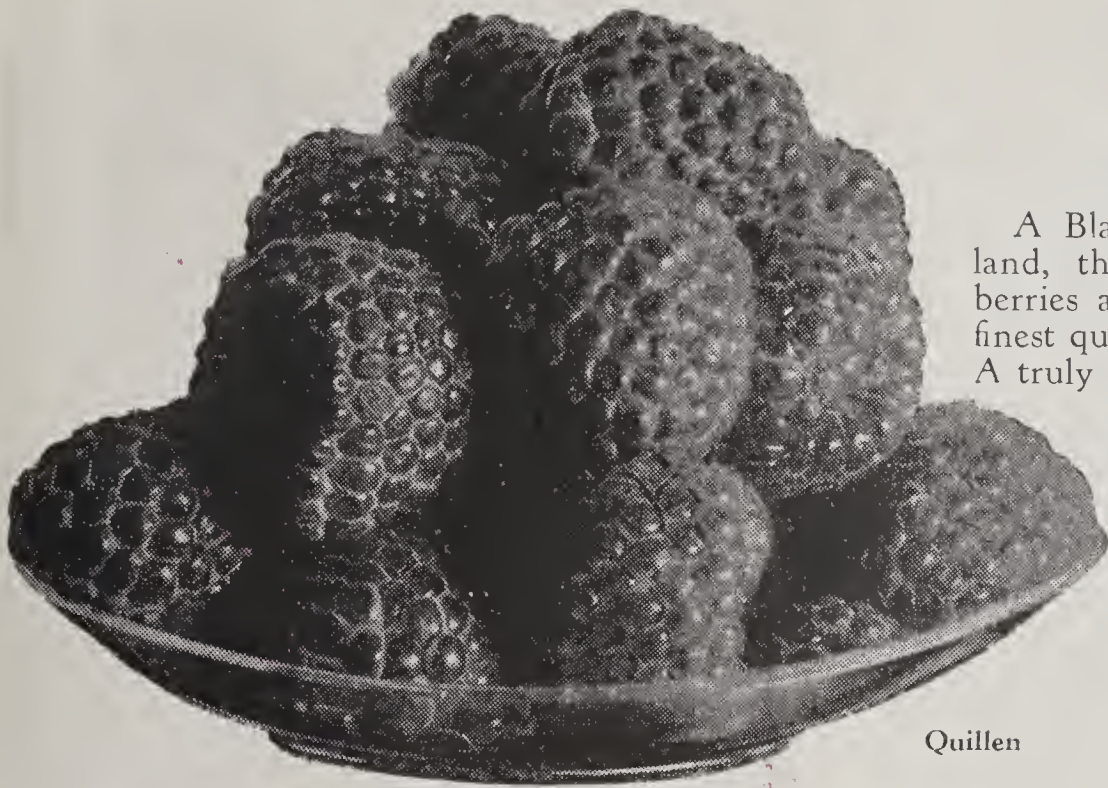
The Best All-Around Black Raspberry

No Blackcap has ever been grown as extensively as Cumberland, nor attained its great popularity in all producing sections of the country. Cumberland plants are healthy, vigorous growers, throwing up stout, stocky, well-branched canes that produce immense crops of wonderful berries. Fruit is uniformly large and brilliant purplish black in color. Berries grow in big, attractive clusters. Easy to pick and easy to sell, for their beauty and luscious flavor attract buyers. Cumberland has every quality you want. A famous canner; superb for the table. Stands up for long distance shipping. A real money maker. Ripens medium-late, following Logan and furnishing a fine fruiting team with this popular variety. If you want only one Blackcap, and are not familiar with varieties, choose Cumberland. **See page 13 for prices.**

## Rokely's Black Raspberry Plants

ARE ALL FRESH DUG IN THE  
SPRING. NO STORAGE STOCK.



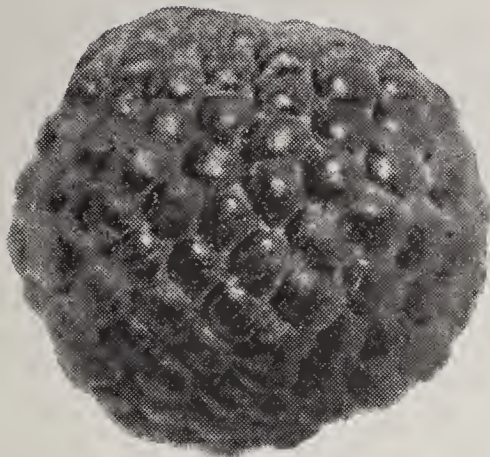


Quillen

# QUILLEN

## Black Raspberry

A Blackcap that ripens a little later than Cumberland, thus prolonging the Blackcap season. Quillen berries are immense in size, jet black in color, of the finest quality, and possess a tempting richness of flavor. A truly fancy table berry, and never fails to bring high prices on the market. Every berry develops to full size, and there are no crumbly, seedy berries. Bushes are vigorous growers with stocky canes and heavy foliage. Quillen is especially desirable in localities where anthracnose is common, as it is highly resistant to that disease. The grower who plants New Logan, Cumberland, and Quillen will have Blackcap berries to market over the longest possible period of time, will harvest his crop with least help and will enjoy the greatest profit.



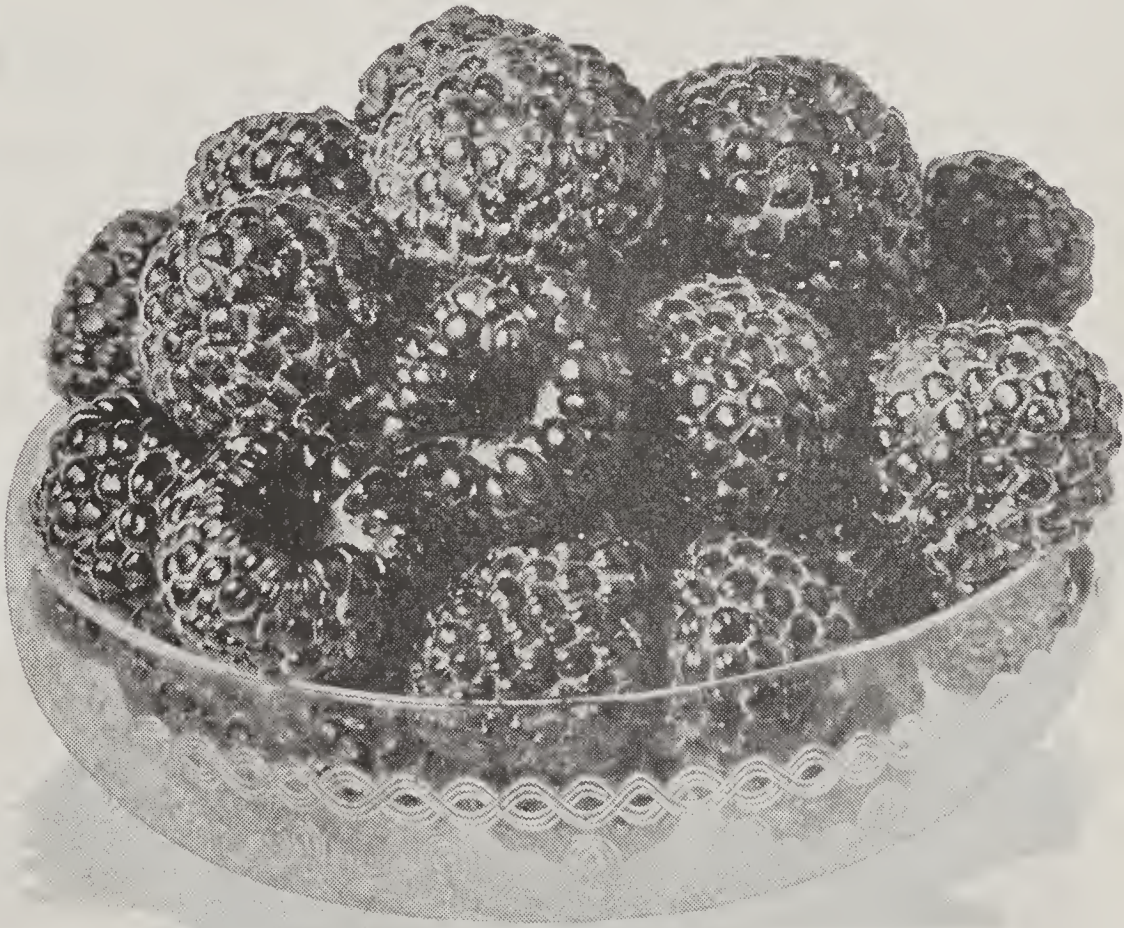
Kansas

# KANSAS

A valuable early to midseason variety. Is a very strong grower and exceptionally hardy. This variety is one of the oldest and has many good qualities or it could not have survived. Has jet black appearance, is quite juicy, fair size and of excellent flavor. We have a nice stock of disease-free Kansas plants at a very reasonable price.

# NEW LOGAN

New Logan is now the leading early Blackcap in all sections where Blackcaps are grown. Originated in Ohio and perfectly hardy in all climates. Ripens 7 to 10 days earlier than the Cumberland which allows the grower to get in on the early market when prices are high. The New Logan produces immense crops of jet black berries, as large as Cumberland. Does not crumble and the last picking looks as nice as the first. Withstands severe weather conditions. Grows fast into strong, sturdy bushes that are great drought resisters. New Logan is an enormous and dependable yielder, ranking with Cumberland in most localities and outyielding this famous variety in many sections of the country. The berries are borne in immense clusters, making them easy to harvest. Covers a long fruiting period, reaching well into the Cumberland season. Bushes are practically immune from mosaic and other Raspberry diseases. With New Logan for early and Cumberland for late you will have a team that can't be beaten for yield and profit.



New Logan

## Black and Purple Raspberry Prices for 1937

|   | 12   | 25     | 50     | 100    | 200    | 300    | 400    | 1000    |
|---|------|--------|--------|--------|--------|--------|--------|---------|
| Cumberland, 1-yr., No. 1 . . . . .      |      | \$0.75 | \$1.25 | \$1.75 | \$3.30 | \$4.85 | \$5.90 | \$12.50 |
| Cumberland, 2-yr., No. 1 Trans. . . . . | 1.25 | 2.00   | 3.40   | 5.00   | 9.60   | 12.80  | 14.90  | Limit   |
| Kansas, 1-yr., No. 1 . . . . .          |      | .75    | 1.25   | 1.75   | 3.30   | 4.85   | 5.90   | 12.50   |
| New Logan, 1-yr., No. 1 . . . . .       |      | .85    | 1.35   | 1.90   | 3.50   | 5.15   | 6.35   | 13.50   |
| New Logan, 2-yr., No. 1 Trans. . . . .  | 1.40 | 2.25   | 3.50   | 5.50   | 10.00  | Limit  |        |         |
| Potomac Purple, 1-yr., No. 1 . . . . .  | .90  | 1.50   | 2.50   | 3.50   | 6.50   | 9.60   | 11.80  | 24.95   |
| Quillen, 1-yr., No. 1 . . . . .         |      | .90    | 1.40   | 2.00   | 3.55   | 5.25   | 6.50   | 14.50   |

(500 or more plants of any one kind at 1000 rate)



# NEWBURGH

## *New Mosaic-Free Red Raspberry*

Introduced by the New York Experiment Station, Newburgh marks a decided advance in Red Raspberry varieties and all indications are that it will soon become the leading commercial Red Raspberry. After growing Newburgh for ten years at Geneva, the Experiment Station reports: "The prospects are that this variety will escape mosaic infection to a much greater degree than other existing commercial varieties."

The berries are very large; in fact, larger than those of any other variety. The size holds up very well throughout a long picking season. The fruit is very firm and an excellent shipper. Berries are lighter than Latham in color and slightly superior to Latham in quality. Ripens between Chief and Latham. The plants are vigorous, do not grow as tall as other varieties but bear very heavily in spite of the shorter cane growth, as the canes branch more freely. The fruit is borne on the outside of the plant, thus making picking easier.

We can supply you with guaranteed genuine Newburgh this year. However, the supply is limited and we advise early ordering. **See page 15 for prices.**



Newburgh

# ST. REGIS

## *Everbearing Red Raspberry*

St. Regis is the leading fall-bearing Red Raspberry. It ripens extra early and produces a big crop during the regular Raspberry season, then continues to bear throughout the summer and fall months. Will commence bearing in September after planting. A very hardy variety, withstanding the coldest winters and driest summers.

St. Regis resembles Chief; the berries are medium to large in size, and a brilliant crimson color. Flavor is rich, sweet, and especially tempting during the fall months. Has good keeping qualities, making it a splendid shipper. Growers receive \$6.00, or more,

per crate for St. Regis in the fall, making this variety a very profitable investment when grown on a commercial scale. If you can't grow them for market, plant enough to supply your family needs. They will produce a big supply of lovely berries every year from June to November. **Prices on page 15.**



St. Regis Everbearing

Rockton, Ill.,  
Nov. 30, 1936.  
Dear Sirs:  
I received some Raspberry plants from you last spring and I want to say that I bought Raspberry plants from two other concerns and your plants were outstanding. I never lost a raspberry plant and had lots of berries until the heat dried them up. I am planning on getting some more so please send me a new catalog.  
E. J. ANDERSON.



# CHIEF—Best Early Red

## High Quality - Heavy Yielding

Chief is a seedling of Latham and was originated by the Minnesota State Fruit Breeding Farm. It possesses many of the good qualities of Latham, some of them to even a greater degree than the parent. The main point of difference is in season of ripening, Chief being 10 to 12 days earlier to ripen than Latham, thus giving the grower a profitable berry for early market when prices are highest. Chief will outyield Latham by as much as 20 per cent, the berries are of good size and excellent quality and the bushes are absolutely hardy and resistant to disease. Chief and Latham together will make more money for fruit growers than any other two varieties they can grow. They give a long fruiting season, extra heavy yield and fruit of such size, color and quality as to command top prices at all times.



Chief

### Special Offer

6 Newburgh  
6 St. Regis  
6 Latham  
2-yr., No. 1 Transplants

\$1.25

## LATHAM

### The Greatest Red Raspberry of All Time

Latham is a combination extra fancy table berry and extra firm shipping berry. Expert growers agree that it is the one variety that leaves nothing to be desired. Plants are exceptionally healthy, hardy, vigorous growers, and succeed on all soils. For full description and illustration in natural color see back cover.

## VIKING

An excellent new variety originated at the Vineland Station in Ontario. Highly desirable because of its thrifty, vigorous growth, heavy yielding characteristics and its large, sweet berries. Viking grows vigorously, is hardy, upright, and practically free from thorns. Most of the fruit is borne on the outside of the bushes and picking is comparatively easy. Ripens between Chief and Latham. Fruit is a bright lively red, firm, carries well and quality is excellent. Deserves a trial as it may be just the right variety to fit your particular taste or market demands.



Viking

### Red Raspberry Price List for 1937

|  | 12   | 25     | 50     | 100    | 200    | 300    | 400    | 1000    |
|--|------|--------|--------|--------|--------|--------|--------|---------|
| Chief, 1-yr. Medium .....                |      | \$0.70 | \$1.00 | \$1.75 | \$2.95 | \$3.90 | \$4.60 | \$ 9.95 |
| Chief, 1-yr. No. 1 .....                 |      | .90    | 1.35   | 2.25   | 4.20   | 5.45   | 6.30   | 13.95   |
| Chief, 2-yr. No. 1 Transplants .....     | 1.00 | 1.80   | 2.70   | 4.50   | 7.50   | 9.75   | 11.25  | 27.95   |
| Latham, 1-yr. Medium .....               |      | .70    | 1.00   | 1.75   | 2.95   | 3.90   | 4.60   | 9.95    |
| Latham, 1-yr. No. 1 .....                |      | .90    | 1.35   | 2.25   | 4.20   | 5.45   | 6.30   | 13.95   |
| Latham, 2-yr. No. 1 Transplants .....    | .75  | 1.25   | 2.25   | 3.50   | 6.40   | 8.70   | 10.60  | 24.95   |
| Newburgh, 1-yr. No. 1 .....              |      | 1.00   | 1.65   | 2.75   | 5.25   | 7.00   | 8.10   | 17.95   |
| Newburgh, 2-yr. No. 1 Transplants .....  | 1.25 | 2.00   | 3.30   | 5.50   |        |        |        |         |
| St. Regis, 1-yr. No. 1 .....             |      | 1.00   | 1.50   | 2.50   | 4.75   | 6.40   | 7.20   | 15.95   |
| St. Regis, 2-yr. No. 1 Transplants ..... | 1.00 | 1.90   | 3.00   | 5.00   | 9.00   | 11.70  | 13.50  | 29.95   |
| Viking, 1-yr. No. 1 .....                |      | .90    | 1.35   | 2.25   | 4.20   | 5.45   | 6.30   | 13.95   |

(500 or more of any one kind and grade at 1000 rate)

FOR DESCRIPTION OF TRANSPLANTS, SEE PAGE 17



# Lucretia Dewberry

Acknowledged by all fruit growers to be the finest Dewberry grown. Of the blackberry type, but produced on a trailing vine instead of an upright bush. Vines are thrifty and free from rust and other diseases. Berries are even larger than blackberries, lustrous black, coreless, sweet and juicy. Ripens about 10 days earlier than blackberries. Best results are secured on the higher, sandier soils, their natural home. Dewberries will grow and produce wonderful crops on soils too light for other fruits. Our heavy-rooted Michigan grown plants cost no more than ordinary ones. See page 17 for prices.

Charlevoix, Mich.,  
May 20, 1936.

Dear Sirs: I just set out the Dewberries I got from you and they sure were a nice, strong lot of plants and large count. A much better lot than some other firms send. Thank you.

E. H. NEWMAN.



Lucretia Dewberry



Youngberry

## Youngberry

This valuable new berry has achieved the greatest success ever attained by any variety of the Dewberry or Blackberry family. Aside from its commercial possibilities it has so many points of excellence that it should be in every home garden.

The youngberry is immensely productive, of unusually attractive dark wine-colored, extra large berries, nearly coreless and seedless and fairly bursting with a rich wine-colored juice. For pies, canning, jams, and preserving, the Youngberry is in a class by itself.

In manner of growth the Youngberry resembles Dewberries. The ripening season is extra early, even ten days earlier than Dewberries. Prices, page 17.

## Special Offer

2,000 Eldorado Blackberry  
1-yr., No. 1 Root Cutting Plants  
FOR

\$22.00



Eldorado Blackberry



# ELDORADO

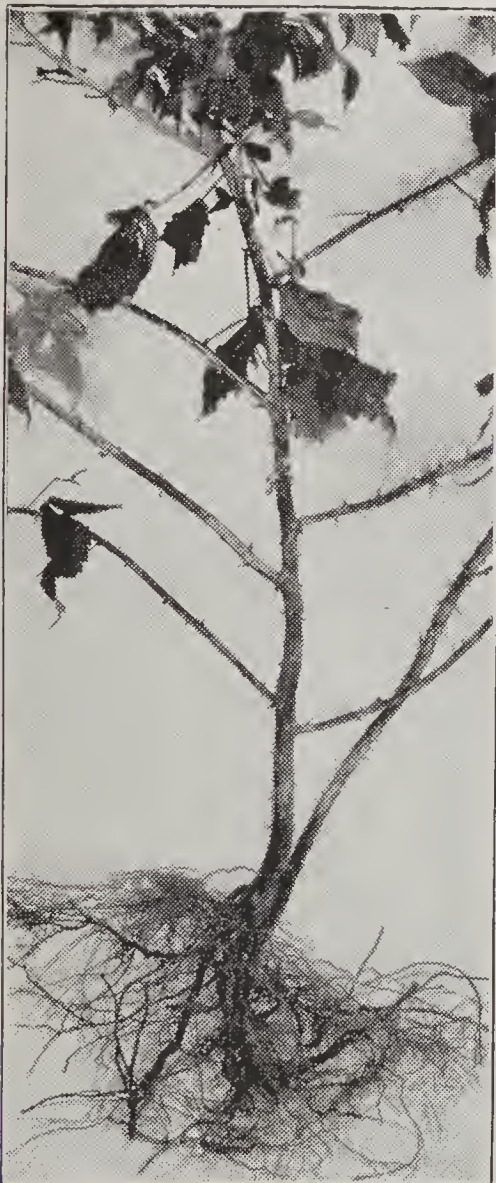
HARDY—PROFITABLE—PRODUCTIVE

Eldorado is the hardiest Blackberry under cultivation and withstands the northern climate uninjured. We have never known it to winter-kill or fail to produce an exceptionally fine crop of fruit. The bushes are free from disease and immune to orange rust. The canes are vigorous and their yield of fruit is enormous. Eldorado berries are large as your thumb, jet-black, borne in large clusters and ripen well together. They are sweet and melting with that delicious aroma and flavor which can be found only in a wild Blackberry. The berries are very firm and will remain in good condition for 4 to 6 days after picking. They will also retain their rich glossy black color until consumed, never turning red like the ordinary blackberry. The berries have no hard core, making them the choice of both canner and housewife. Without question Eldorado is the leading commercial and home use Blackberry.

Rokely's Eldorado plants are the healthiest, hardiest, and heaviest yielding strain on the market. Plant the best, they cost no more.

## PLANT BLACKBERRIES FOR PROFIT

Blackberries are very profitable, as they ripen after the raspberry season right at a time when there are no other berries. Nothing can take the place of a big, juicy Blackberry for high, spicy flavor. They're marvelous to use in pies, preserves and juices, also. If you are not already growing this profitable crop, be sure to get started this year.



### Special Offer

12 Lucretia  
12 Eldorado  
6 Youngberry

\$1

All 1-yr., No. 1



Alfred

## Alfred

Alfred is a healthy, vigorous grower and produces nearly a full crop of fruit the year after planting. It is perfectly hardy and can be grown anywhere without winter protection. Alfred ripens a week to ten days earlier than Eldorado, producing a heavy crop of fruit. The berries are a glossy jet-black, the flavor sweet and delicious, and it is nearly seedless and coreless. The berries are larger than the average blackberry, many of them measuring 1½ inches in length.

## Rokely's Two-Year Transplants

We are offering two-year, transplanted stock in several varieties of Raspberry and Blackberry plants this year. These transplants are grown from 1-year, No. 1 plants that were lined out in our nursery last spring and grown for an additional year. They have heavy, well developed root systems and a large, bushy top. These will bear a good crop the first year set out and will almost make a full fruiting row for the next year. Well worth the additional cost, especially for the home garden. Illustration at the left shows one of our two-year Eldorado Transplants.

### BLACKBERRY PRICE LIST FOR 1937

|                                       | 12  | 25     | 50     | 100    | 200    | 300    | 400    | 1000    |
|---------------------------------------|-----|--------|--------|--------|--------|--------|--------|---------|
| Alfred, 1-yr., No. 1 Root Cuttings    |     | \$0.90 | \$1.35 | \$2.25 | \$4.30 | \$6.05 | \$7.20 | \$15.75 |
| Eldorado, 1-yr., No. 1 T-Root         |     | .70    | 1.00   | 1.75   | 3.20   | 4.25   | 5.25   | 12.75   |
| Eldorado, 1-yr., Medium Root Cuttings |     | .55    | .90    | 1.50   | 2.75   | 3.75   | 4.75   | 9.95    |
| Eldorado, 1-yr., No. 1 Root Cuttings  |     | .80    | 1.25   | 2.00   | 3.60   | 4.90   | 6.10   | 14.25   |
| Eldorado, 2-yr., No. 1 Transplants    | .85 | 1.25   | 1.85   | 3.25   | 6.00   | 8.45   | 10.75  | 24.95   |
| Lucretia, 1-yr., No. 1                |     | .75    | 1.15   | 1.90   | 3.40   | 4.75   | 6.00   | 13.95   |
| Youngberry, 1-yr., No. 1              | .85 | 1.25   | 1.85   | 3.25   | 6.00   | 8.45   | 10.75  | 24.95   |

(500 or more plants of any one kind at 1000 rate)



# GRAPE

*Easy to Grow!*

## Concord Black

(Illustrated in natural color on page 23).

Still the most popular Grape in America, and grown with success in every state in the Union. It will adapt itself to almost any condition of soil and climate and is the biggest money maker of Grapes. The bunches are large and well filled, and berries are large, purplish black and of excellent quality. Vines are vigorous, hardy, and free from disease.

## Niagara White

(Illustrated in natural color on page 23).

The leading commercial White Grape. More productive than other white varieties. The quality of Niagara compares with Concord, being superb for home use or shipping. Bunches are large and compact, berries large and of attractive appearance. In great demand as a table and wine Grape.

## Catawba Red

A well known chocolate colored Grape of a rich, musky flavor. A great wine Grape; fine for dessert. Bunches large and loose; berries large and coppery red, becoming purplish when well ripened. Ripens soon after Concord.

## Campbell's Early Black

A fancy early black table variety. Larger berries and bunches than any other Grape. Ripens two weeks before Concord. For something choice in the garden, plant Campbell's Early.

Rokely's  
Grape Vines  
Are  
Carefully  
Grown  
From  
Selected  
Cuttings

### Special Offer

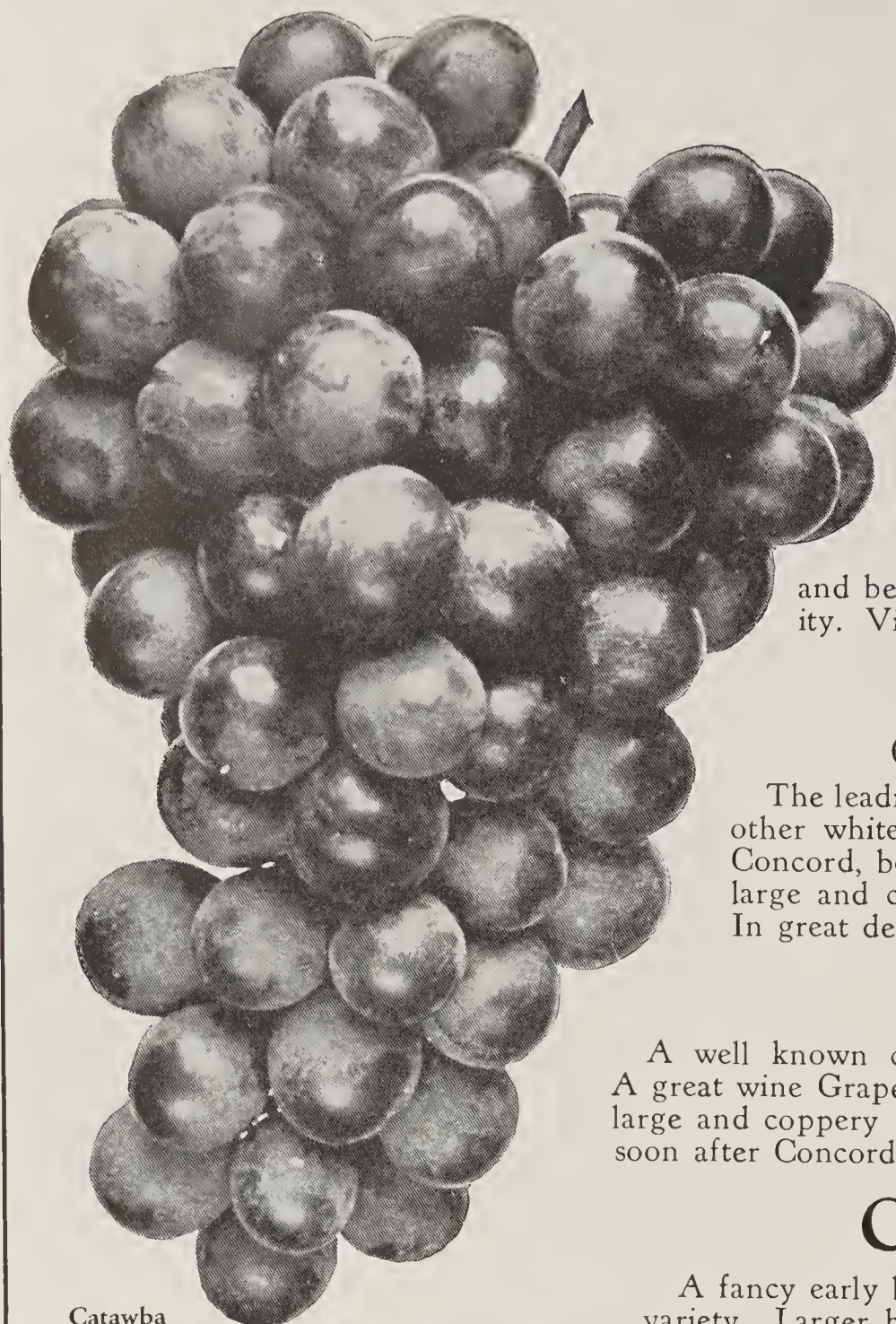
Red, White and Blue  
Grape Collection

4 Catawba  
4 Niagara  
4 Concord

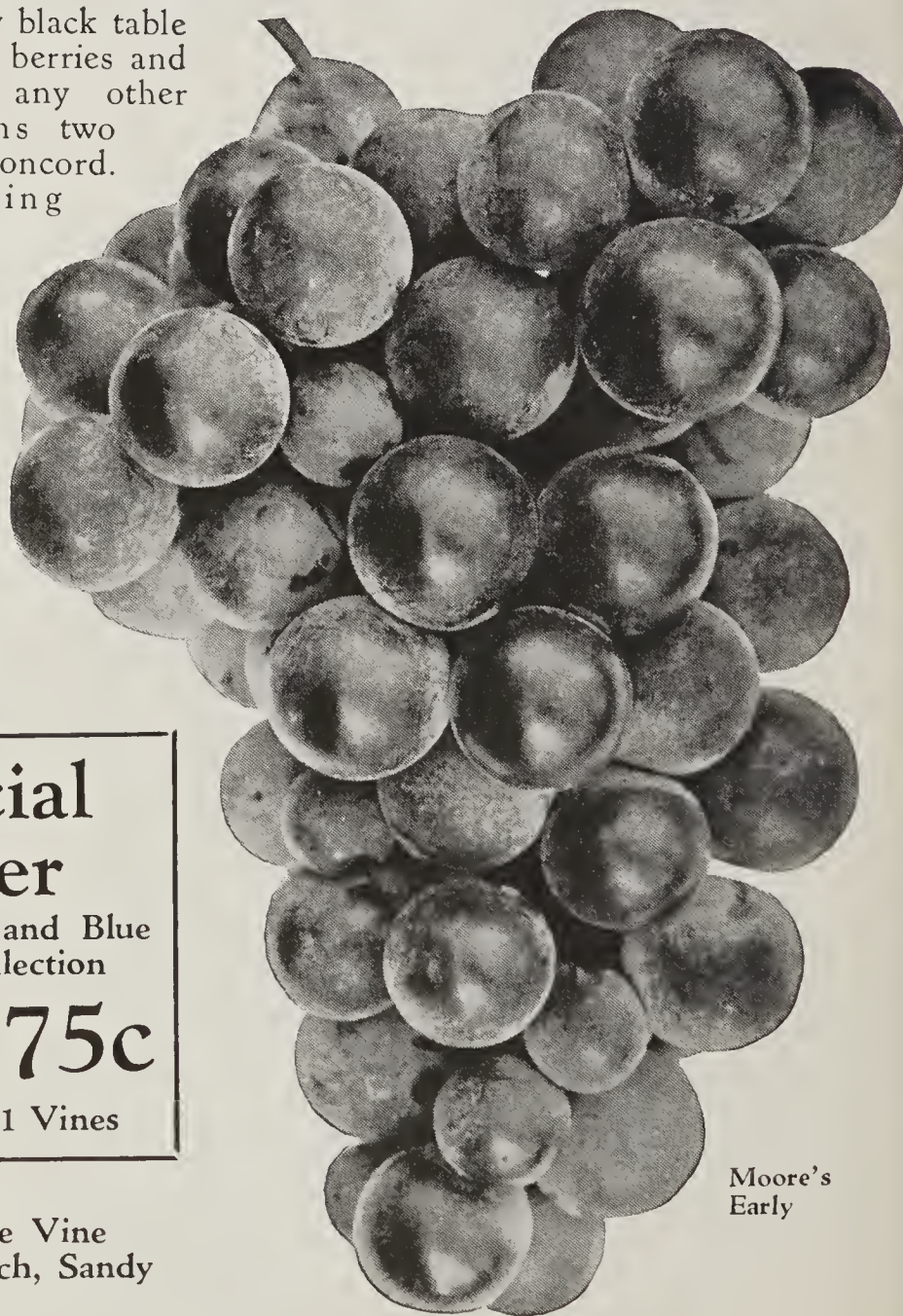
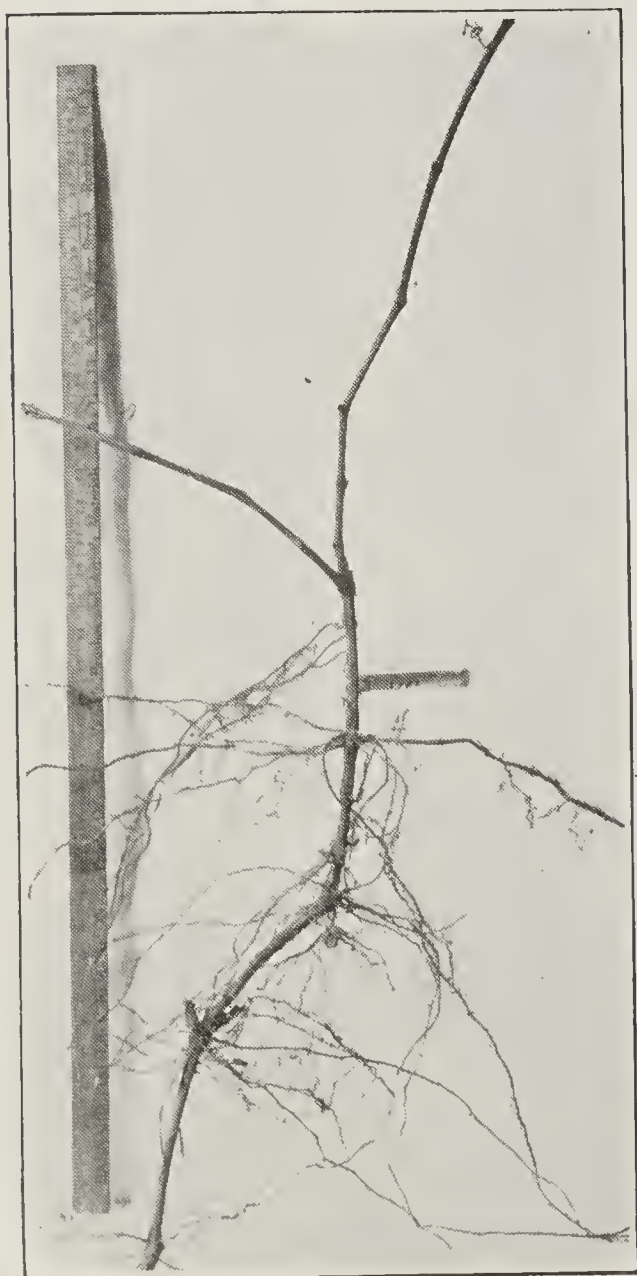
**75c**

1-Yr., No. 1 Vines

Concord Grape Vine  
Grown On Rich, Sandy  
Loam Soil



Catawba



Moore's  
Early



# VINES

## Good for a Lifetime

### Fredonia

#### New - Outstanding

Fredonia is the earliest good black Grape. A recent introduction of the New York Experiment Station, it promises to replace the older standard varieties of early Grapes.

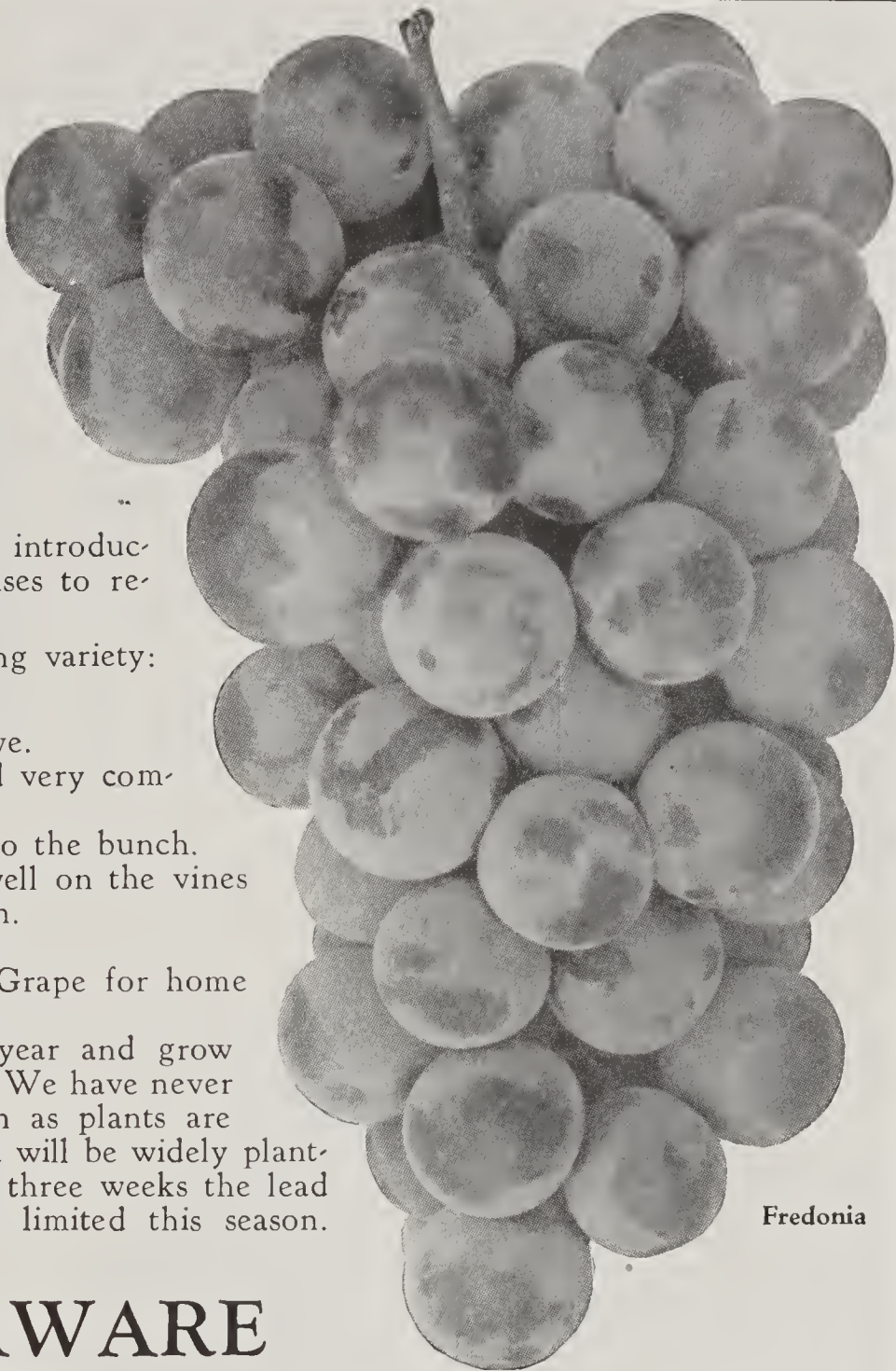
Here are the reasons why Fredonia is an outstanding variety:

1. Fredonia ripens 3 weeks earlier than Concord.
2. The vine is vigorous, hardy, and very productive.
3. The clusters are medium in size, cylindrical and very compact, making an attractive pack for market.
4. Berries are large, round, and hang persistently to the bunch.
5. The skin is thick and tough. They will hang well on the vines after ripe and will carry to market in best of condition.
6. The flesh is juicy, solid, but tender.
7. The quality is of the best, making a valuable Grape for home use and creating an active demand on the market.

Plant Fredonia this year and grow your own table Grapes. We have never seen its equal. As soon as plants are more plentiful, Fredonia will be widely planted for market as it has three weeks the lead in ripening. Supply is limited this season. Order early.



Delaware



Fredonia

### DELAWARE

(Red)

Long called the standard of excellence of all Grapes as a table delicacy. Bunch small, compact, sometimes shouldered; berries small with thin skin and of unusually sweet flavor. Ripens with Concord. Very hardy.

### MOORE'S EARLY

(Black)

A heavy producing early variety. Profitable for commercial growing because it gets the early season high prices. Similar to Concord in appearance and quality, ripening about two weeks earlier. It has a peculiarly sweet flavor that makes it a good table Grape along with Campbell's Early.

### Special Offer

Home Vineyard Planting

- 12 Concord
- 4 Moore's Early
- 4 Niagara
- 4 Delaware

All 1-Yr., No. 1 Vines for

**\$1.60**

#### GRAPE VINE PRICE LIST FOR 1937

|                                | Each   | 6      | 12     | 25     | 50     | 100    | 250    | 1000    |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|---------|
| Campbell's Early, 1-yr., No. 1 | \$0.10 | \$0.40 | \$0.75 | \$1.00 | \$1.75 | \$3.00 | \$6.75 | \$25.00 |
| 2-yr., No. 1                   | .15    | .75    | 1.25   | 2.00   | 3.00   | 5.50   |        |         |
| Concord, 1-yr., Medium         | .07    | .30    | .50    | .75    | 1.25   | 2.00   | 4.00   | 15.00   |
| 1-yr., No. 1                   | .10    | .40    | .75    | 1.00   | 1.75   | 2.75   | 6.25   | 22.50   |
| 2-yr., No. 1                   | .15    | .70    | 1.20   | 1.75   | 2.75   | 4.00   | 9.25   | 35.00   |
| Niagara, 1-yr., No. 1          | .10    | .40    | .75    | 1.00   | 1.75   | 2.75   | 6.25   | 22.50   |
| 2-yr., No. 1                   | .15    | .70    | 1.20   | 1.75   | 2.75   | 4.00   | 9.25   | 35.00   |
| Catawba, 1-yr., No. 1          | .12    | .65    | 1.00   | 1.50   | 2.50   | 4.50   | 9.50   | 35.00   |
| 2-yr., No. 1                   | .20    | .90    | 1.50   | 2.50   | 4.00   | 7.00   |        |         |
| Delaware, 1-yr., No. 1         | .12    | .65    | 1.00   | 1.50   | 2.50   | 4.50   | 9.50   | 35.00   |
| 2-yr., No. 1                   | .20    | .90    | 1.50   | 2.50   | 4.00   | 7.00   |        |         |
| Moore's Early, 1-yr., No. 1    | .12    | .65    | 1.00   | 1.50   | 2.50   | 4.50   | 9.50   | 35.00   |
| 2-yr., No. 1                   | .20    | .90    | 1.50   | 2.50   | 4.00   | 7.00   |        |         |
| Fredonia, 1-yr., No. 1         | .25    | 1.25   | 2.00   | 3.50   | 6.50   | 12.00  |        |         |

(300 or more of any one kind and grade at 1000 rate)



# FRUIT TREES

## Hardy - Northern Grown

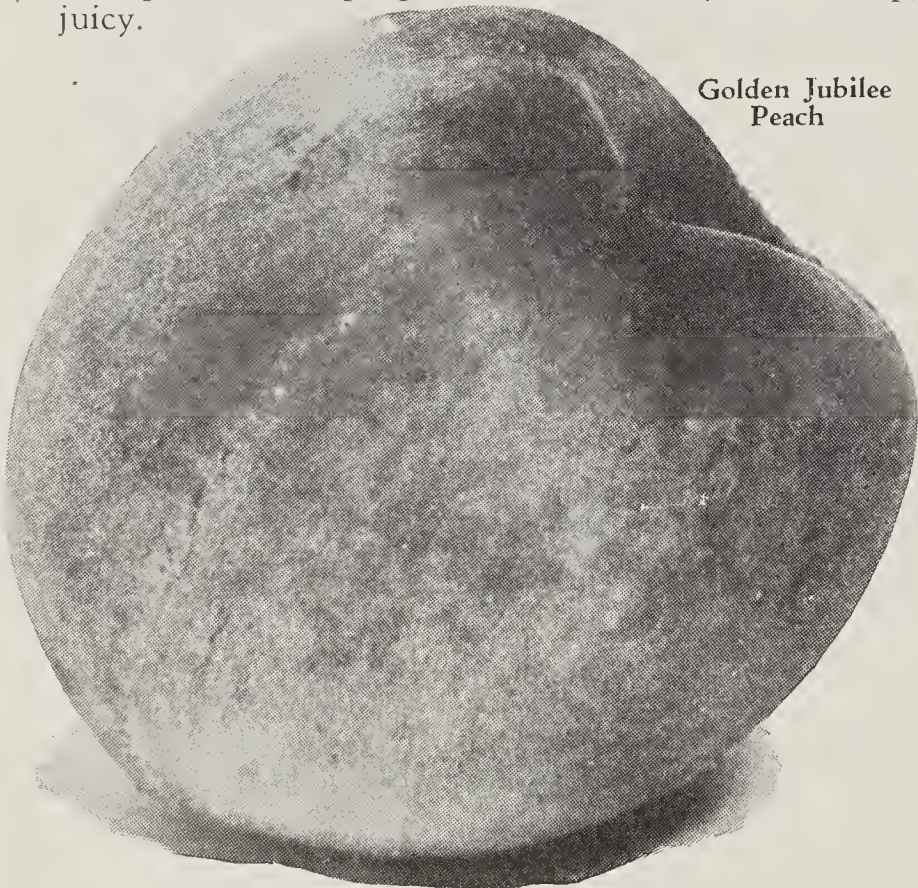
### APPLES

**BALDWIN.** Leading commercial winter Apple for market or storage. Large, glossy red fruit with very firm flesh. Good flavor, good cooker, good keeper.

**CORTLAND.** New. Bears very young. Fruit large, beautiful dark red striped with carmine and yellow. Flesh fine grained, crisp, juicy, white and firm. Ripens about two weeks after McIntosh.

**DELICIOUS, DOUBLE RED.** Grand champion of winter Apples. Red with pin dots of yellow. Fruit red all over as early as August, when other Delicious are still green. Fine grained, crisp, juicy, with mild pleasant flavor. Ranks with the best winter varieties.

**HYSLOP CRAB.** Leading Crab for home use and market. Large, round, with yellow skin and red coloring, overspread with purple bloom. Flesh yellow, crisp, juicy.



Golden Jubilee  
Peach

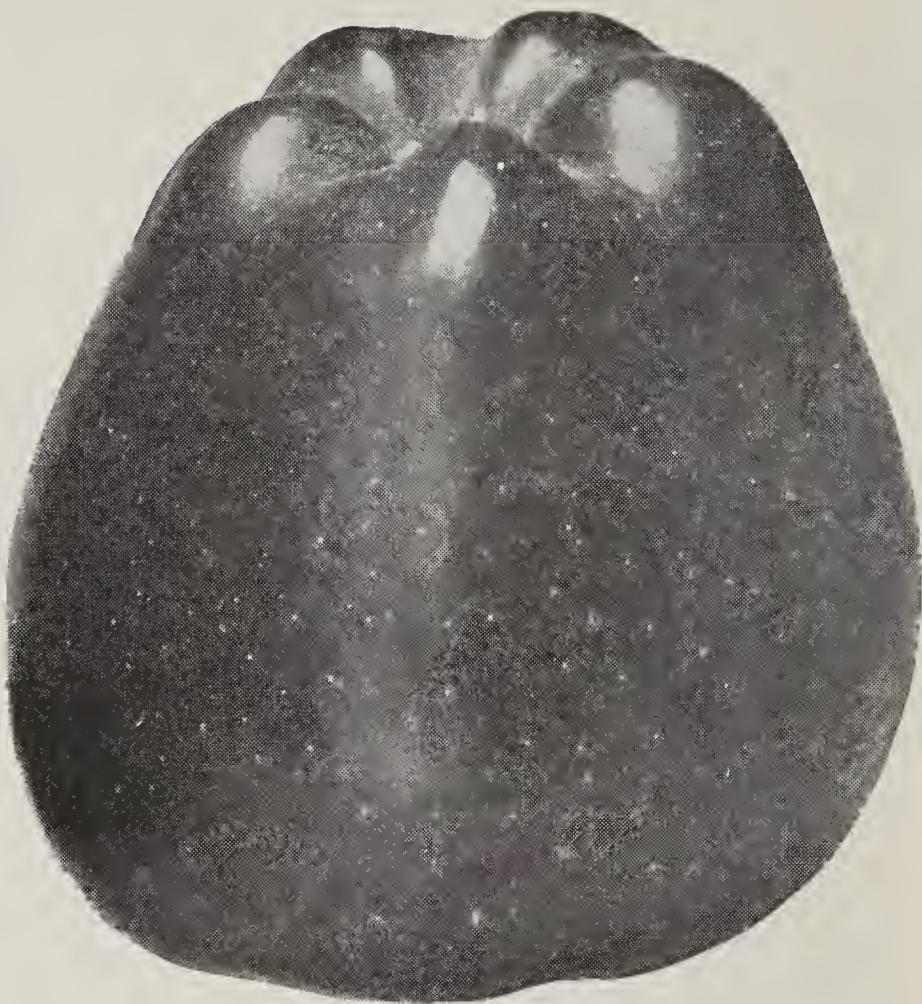
### PEACHES

**ELBERTA.** The standard market Peach of the country. Very large, red blush; flesh yellow, tender and juicy. Rank, vigorous grower. Freestone. Ripens middle of September.

**J. H. HALE.** Fruit extra large, a week earlier than Elberta and averages a third larger in size. Color beautiful golden yellow with deep carmine blush. Flavor is extra fine.

**SOUTH HAVEN.** Early yellow freestone. Has all the good qualities of Elberta but ripens two weeks earlier. Very similar to Elberta in every way. Planted heavily by growers everywhere.

**GOLDEN JUBILEE.** A new introduction but has been thoroughly tested in the northern states and found as hardy as Elberta. Ripens three weeks earlier than Elberta and is of better quality. Skin is yellow blushed with red; flesh yellow, juicy, tender and sweet. Freestone. One of the best shipping varieties.



Delicious Apple

**JONATHAN.** Beautiful red winter apple, highly colored and flavored. Flesh tender, juicy and rich. Excellent keeping qualities. Bears young and heavily.

**McINTOSH RED.** Late fall. Bright red, spicy flavored, medium size. Highest quality for home use and market.

**NORTHERN SPY.** Extra large, greenish yellow winter Apple with red markings. Highly flavored, fine for eating, cooking and storage. Tree hardy, productive.

**ROME BEAUTY.** A large, good quality winter Apple. Round, yellowish striped with red, thick skin, stands handling well, is a good keeper. Appearance and size are its valuable points. Bears young.

**STAYMAN'S WINESAP.** Late fall. Dark red, tinged yellow, with rich, enticing flavor. Succeeds everywhere. Excellent for eating and market.

**TURLEY WINESAP.** Greatly improved Winesap. Has same manner of growth as the common Winesap, but will bear much younger and colors a real rich red early when the common variety is only partly colored. Sells well wherever Winesap is popular.

**WEALTHY.** Early fall. Large, round Apple with smooth skin and dark red markings. Flesh white, tender and sub-acid.



Moorpark  
Apricot

### Apricots

**MOORPARK.** Produces very large, orange-yellow colored fruit with red cheek; yellow, sweet, juicy and delicious; freestone, and very productive. Extra good for either market or dessert. Ripens in August.

| PRICE LIST FOR 1937                            |  | Each   | 3      | 10     | 25     | 50      | 100     |
|--|--|--------|--------|--------|--------|---------|---------|
| Apple, select, 2-yr., 3-5 ft. trees . . . . .  |  | \$0.50 | \$1.40 | \$4.00 | \$9.50 | \$18.00 | \$35.00 |
| Peach, select 2-yr., 3-5 ft. trees . . . . .   |  | .40    | 1.10   | 3.00   | 7.00   | 13.00   | 25.00   |
| Apricot, select 2-yr., 3-5 ft. trees . . . . . |  | .50    | 1.40   | 4.50   |        |         |         |



# Sour Cherries

**EARLY RICHMOND.** Best early cherry, much like Montmorency, except a little smaller and trifle more acid. A good standard sort. Bright red and juicy. Heavy bearer.

**MONTMORENCY.** Large, late heavy cropper of dark red cherries. Thick meated and juicy, yet the best shipper known. Its size and flavor as well as general appearance make it the leader everywhere as a main crop cherry.

# Sweet Cherries

**BLACK TARTARIAN.** Very large purplish black, heart shaped; flesh mild and sweet, and quality excellent. Good market sort and we recommend it as the best sweet for home use. Ripens in July.

**NAPOLEON.** Fruit is very large, oblong, light lemon-yellow with a red cheek. Tree is medium size and erect. A beautiful and delicious fruit.



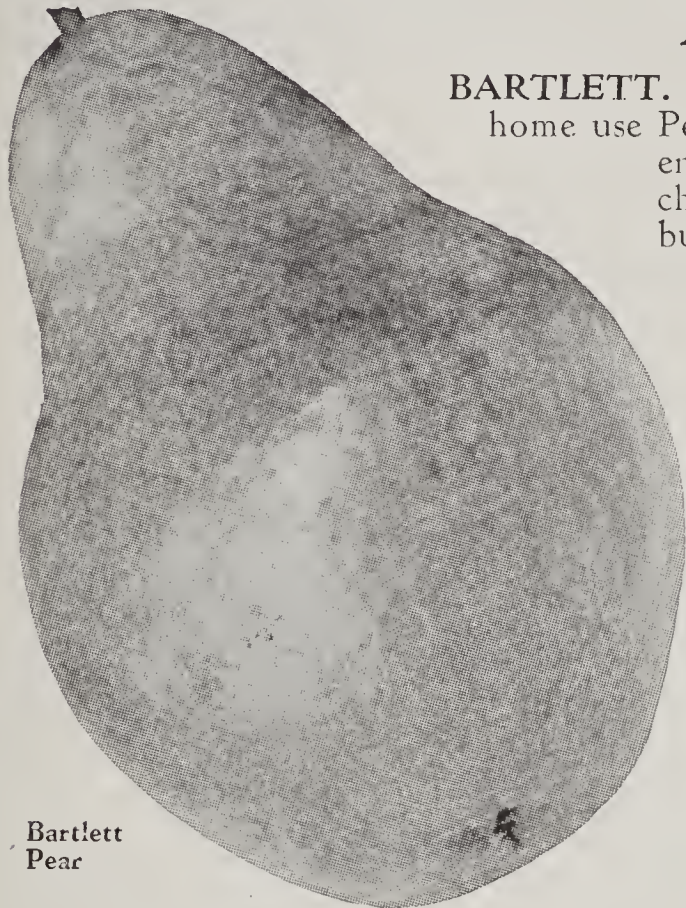
Black Tartarian Cherries

# Pears

**BARTLETT.** The leading commercial and home use Pear. Big producer. Early; golden colored, sometimes with red cheek. Flavor is melting, rich and buttery. Good for any and every use. Ripens about first of September.

**CLAPP'S FAVORITE.** Ripens early August. A large pale yellow Pear with red cheek. Tree hardy and vigorous and does well everywhere. Fruit fine grained, sweet, and highly flavored.

**SECKEL** (Sugar Pear). Widely grown for table use and preserving, pickling, etc. Fruit is small, very rich in flavor, and attractive in appearance. Tree grows anywhere and bears heavily.



Bartlett Pear

# Plums

**BRADSHAW.** A splendid early. Large, dark violet-red. Flesh yellow, juicy, good. Fine for canning or market. Ripens in August.

**BURBANK.** Most profitable market variety. Fruit large, oval, with reddish purple skin. Heavy yielder, hardy, and bears young. Flavor excellent. Ripens in August.

**YELLOW EGG.** Most popular yellow Plum. Very hardy, trees grow rapidly, and produce abundantly. Fruit is medium to large, rich yellow in color. A showy market Plum, and excellent for canning. Ripens late August.

**GERMAN PRUNE.** Old favorite. Fruit is long, oval, purple with a thick blue bloom. Flesh is firm, sweet and pleasant. Highly esteemed for canning and drying. Ripens in September.



German Prune

## Price List for 1937

|   | Each   | 3      | 10     | 25     | 50      | 100     |
|---|--------|--------|--------|--------|---------|---------|
| Sour Cherry, select 2-yr., 3-5 ft. trees .....  | \$0.50 | \$1.40 | \$4.00 | \$9.60 | \$18.00 | \$35.00 |
| Sweet Cherry, select 2-yr., 3-5 ft. trees ..... | .55    | 1.55   | 4.50   | 11.00  | 21.00   | 40.00   |
| Pear, select 2-yr., 3-5 ft. trees .....         | .55    | 1.55   | 4.50   | 11.00  | 21.00   | 40.00   |
| Plum, select, 2-yr., 3-5 ft. trees .....        | .55    | 1.55   | 4.50   | 11.00  | 21.00   | 40.00   |



# FREE Interesting and Valuable Novelty

Given Absolutely Free with Cash Orders until April 1, 1937

## JUNEBERRY Ornamental—Edible

Closely resembles the cultivated Blueberries. The plants become quite bushy and ornamental, reaching a height of two or three feet. In the spring they are a mass of small white flowers followed in late summer with clusters of grape-sized red berries becoming dark blue when ripe. The flavor is very similar to the Blueberries. Edible and relished by all. This is something entirely different and a distinct novelty in bush fruits. Have something new in your garden to show your friends.

Prices: \$1.00 each; 3 for \$2.50; 6 for \$4.00; 12 for \$7.00.

Each customer sending us a Cash Order for nursery stock at regular catalog list prices, before April 1st, 1937, will be entitled to FREE Juneberry Plants as follows:

- 1 Juneberry Plant (Priced at \$1.00)—Free with Cash Orders of \$ 5.00 to \$10.00.
- 3 Juneberry Plants (Priced at \$2.50)—Free with Cash Orders for \$10.00 to \$15.00.
- 6 Juneberry Plants (Priced at \$4.00)—Free with Cash Orders of \$15.00 to \$25.00.
- 12 Juneberry Plants (Priced at \$7.00)—Free with Cash Orders of \$25.00 and over.

This Gift Offer applies only to Cash Orders of \$5.00 or more as per above schedule. No bargain Collections are included in this offer nor Cash Orders where special prices have been quoted by letter.

IF YOUR CASH ORDER AMOUNTS TO \$5.00 OR MORE AND YOU WANT THIS FREE GIFT PLANTING INDICATE ON YOUR ORDER. Free plants will not be included unless you indicate you want them.

This Gift Offer is in addition to our regular Cash Discount or Free Nursery Stock Plans on Page 5 of this book.

## INSTRUCTIONS TO PURCHASERS

**ORDER EARLY.** Make up your order and send to us soon as you receive this catalog. Early in the season we have a complete stock of all varieties and you will not be disappointed in getting just what you want. Early cash buyers will find our Cash Discounts most attractive and worth while. See page 5 of this catalog.

**SHIPPING SEASON.** We begin shipping the last of March or first of April, according to season, and continue until about May 15th. We do not advise our customers to order stock for shipment after this date. We can fill fall orders and make shipment soon as stock matures, which is around October 15th, depending on season.

**TERMS.** Cash with order. However, if you prefer, you may send a small down payment with your order and the balance any time before you wish shipment made. Orders amounting to \$5.00 or more, for shipment before May 1st, will be shipped C. O. D. provided 25 per cent of the amount is remitted with order. No orders will be booked or stock reserved unless part payment is made with order.

**REMITTANCE.** Always remit by Personal Check, Express or Post Office Money Order, Bank Draft, or Registered Letter. Never send currency in letter without registering as we cannot assume liability for currency lost in unregistered letters.

**CULTURAL INSTRUCTIONS.** Complete specific cultural directions sent free with every order acknowledgment.

**NOTE.** Should the United States, or any state, increase by taxes, legislative acts, inflation, or in any other way beyond our control, the cost or selling price of nursery stock listed in this catalog, we reserve the right to add to our quoted prices to cover such increase.

**EXPRESS SHIPMENTS.** For most orders express is the safest and, all things considered, the best way to have your nursery stock shipped. All express orders are shipped collect for transportation charges. All shipments of nursery stock by express now travel at second class rate, making charges about 25 per cent cheaper than formerly.

**PARCEL POST SHIPMENTS.** Many of our small orders are shipped by parcel post but we do not recommend it for any but very small orders, as it is much more expensive than express on large orders or for long distances. If you wish parcel post shipment, inquire from your Postmaster, or Rural Carrier, what Postal Zone you are in from Bridgman, Michigan. By referring to the table below you may then determine the amount of money you must add to your order for postage. If postage is not included with your remittance we will assume that you wish us to ship C. O. D. for exact postage required.

Exact postage required.

| PLANTS REQUIRED TO SET AN ACRE |                |              | No. Plants<br>Per Acre |
|--------------------------------|----------------|--------------|------------------------|
|                                | Distance Apart |              |                        |
| Strawberry (Commercial)        | 4              | ft. x 18 in. | 7,000                  |
| Strawberry (Garden)            | 2½             | ft. x 1½ ft. | 11,600                 |
| Black Raspberry                | 7              | ft. x 4 ft.  | 1,550                  |
| Red Raspberry                  | 6              | ft. x 3 ft.  | 2,400                  |
| Blackberry                     | 8              | ft. x 4 ft.  | 1,350                  |
| Dewberry                       | 6              | ft. x 4 ft.  | 1,800                  |
| Grape                          | 8              | ft. x 10 ft. | 550                    |
| Asparagus                      | 4              | ft. x 18 in. | 7,000                  |
| Rhubarb                        | 4              | ft. x 4 ft.  | 2,700                  |

| SPACING DISTANCE FOR FRUIT TREES |                 |  |     |
|----------------------------------|-----------------|--|-----|
|                                  |                 |  |     |
| Apple                            | 35 ft. x 35 ft. |  | 35  |
| Peach                            | 15 ft. x 15 ft. |  | 193 |
| Pear                             | 20 ft. x 20 ft. |  | 108 |
| Sour Cherry                      | 15 ft. x 15 ft. |  | 193 |
| Sweet Cherry                     | 20 ft. x 20 ft. |  | 108 |
| Plum                             | 20 ft. x 20 ft. |  | 108 |
| Apricot                          | 15 ft. x 15 ft. |  | 193 |

If you prefer to plant other distances than those listed, here is a simple rule to determine the number of plants required for an acre. Multiply the distance between rows, in feet, by the distance between plants in the row, in feet. This will give the number of square feet required for one plant. Divide this into 43,560, the number of square feet in an acre, and the result will be the number of plants you will need for one acre of ground.

### PARCEL POST RATES

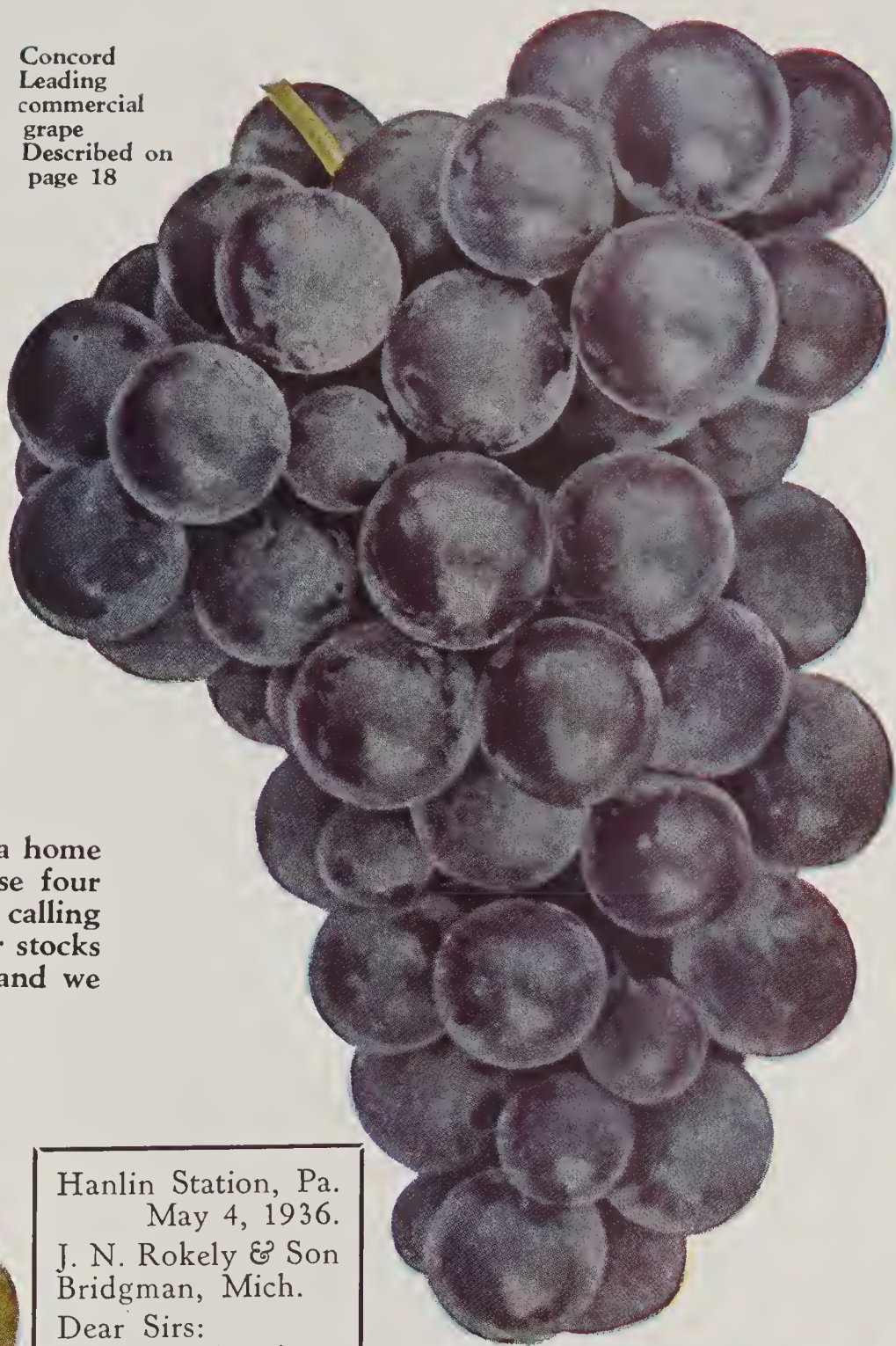
|   | 1st<br>Zone | 2nd<br>Zone | 3rd<br>Zone | 4th<br>Zone | 5th<br>Zone | 6th<br>Zone | 7th<br>Zone | 8th<br>Zone |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Strawberry and Asparagus—for each 100 plants                            | \$0.13      | \$0.17      | \$0.24      | \$0.33      | \$0.40      | \$0.50      | \$0.59      |             |
| Raspberry, Blackberry, Dewberry, Grape Vines, 1-yr.—for each 100 plants | .20         | .30         | .45         | .65         | .85         | 1.05        | 1.25        |             |
| All Transplants and Grape Vines, 2-yr.—for each 100 plants              | .30         | .50         | .80         | 1.15        | 1.50        | 1.95        | 2.45        |             |
| Rhubarb—For each 12 roots   | .10         | .13         | .17         | .22         | .26         | .32         | .37         |             |
| Fruit Trees—For 1 tree  | .10         | .11         | .14         | .17         | .19         | .23         | .26         |             |
| For 5 trees   | .15         | .21         | .31         | .43         | .54         | .68         | .81         |             |
| For 10 trees  | .20         | .30         | .45         | .65         | .85         | 1.05        | 1.25        |             |





Grand Champion  
Valuable new  
midseason  
strawberry  
See page 8

Concord  
Leading  
commercial  
grape  
Described on  
page 18



**W**HETHER you are a commercial grower or a home planter, you can make no mistake on these four standard, tried and tested varieties. We are calling your special attention to them this year because our stocks of these varieties in particular are unusually fine and we believe that everyone should be growing them.



Niagara  
Standard home use and  
commercial white grape  
Page 18

Hanlin Station, Pa.  
May 4, 1936.

J. N. Rokely & Son  
Bridgman, Mich.

Dear Sirs:

Find enclosed order for strawberry plants. I have always found your plants as represented.

Very respectfully,  
C. V. MELVIN.



Chief  
Best early red raspberry  
Page 15



# LATHAM

The World's Greatest Late Raspberry

Latham has won its place as one of the greatest Red Raspberries of all time. Its record for money making excels all other late varieties. Mammoth berries three-fourths to one inch in diameter, of rare flavor and flashing red color bring top prices on all markets. Gives you quantity as well as quality with truly enormous yields. Latham berries cling to the bushes several days after ripe, and never crumble. Bushes are healthy, vigorous growers that thrive everywhere. Latham has proven adaptable to all climates and all sections; wherever tried it has been a great success. Perfectly hardy even in the northwest. Long after other varieties have finished fruiting, Latham continues to produce its beautiful giant berries. You can make real money with this big selling berry. **Prices on page 15.**

## Rokely's Quality Grading

Our Latham plants are of the finest quality and are guaranteed to be equal to any offered elsewhere at much higher prices. Double inspection of our fields, by the state, affords you protection that you cannot afford to overlook. Our No. 1 plants are extra fine select stock and are not to be compared with the ordinary run of plants. Our medium plants are a slightly smaller grade but well rooted and offer you an opportunity to plant at small cost. Latham prices, page 15.

*Our Latham Plants  
are Healthy, Thrifty  
and Mosaic Free*

### Special Offer

2,000 extra large, 1-yr.,  
No. 1 Latham Plants

for **\$24.00**

No Cash Discount

